the Carolina Farmer

OFFICIAL ORGAN
NORTH CAROLINA
RURAL ELECTRIC COOPERATIVES

July, 1953

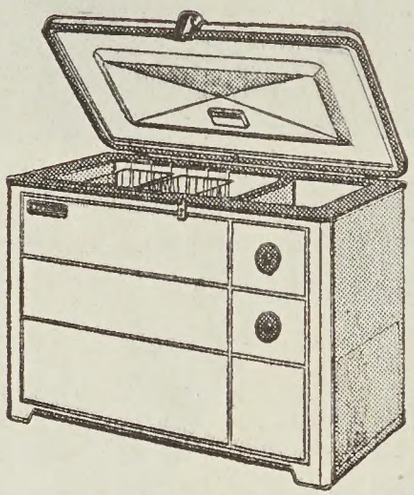
In this Issue

The Transformation Of A Forgotten Village

Pipeline Milking – Buying New Equipment

THIS LITTLE PIGGY

Stays at Home Now...



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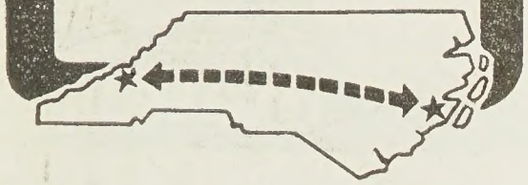
FROM MARSHALL TO MOREHEAD

By Jerry Anderson



Anderson

With apologies for being monotonous, we are again presenting material on Senator Calvin Edney's ill-fated tax bill. The good Senator wrote us a letter last month—six typewritten, single-spaced pages of it—to say that he didn't think this magazine had treated him very kindly, and to ask why rural electric cooperatives shouldn't be taxed just like a commercial electric company.

Senator Edney dared us to print his letter. I regret that we do not have the extra pages in which to do this — particularly for those of you who weren't at the hearings on his bill. At any rate, while denying you the pages which clearly set forth the Senator's opinion of me, we are printing excerpts in which he has something to say or questions to ask. You will find his letter on page 5.

And on page 20 we have an article by Bill Crisp which I hope will set Mr. Edney straight on why this magazine did not like his bill. In his letter, the Senator accuses us of dodging the issue in his bill in an effort to personally "humiliate" him. This was not the case. In April, before the hearing was held, we gave our reasons for opposing his bill. In May, we reported the hearing and the Senator's actions as we saw and heard them; if the report was not flattering to Senator Edney, the fault is his, not ours. He introduced the bill and he made the speech.

Senator Edney and I lived in the same town for several years. Although it was a small town, I knew him only by reputation. Neither I nor the members of this staff have had any reason to bear him a personal grudge. Nor did we have any reason to refrain from speaking our mind when he introduced legislation which we thought would discriminate against the farmers of North Carolina.

The Senator called the tune and played the music. We just reported the words.

the Carolina Farmer

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COVER PHOTO: Scene In Governor's office at swearing in ceremonies for State REA Directors, left to right: Gwyn B. Price, Cutlar Balance, Glenn Palmer, George R. Hughes, Justice Denny, Governor Umstead.

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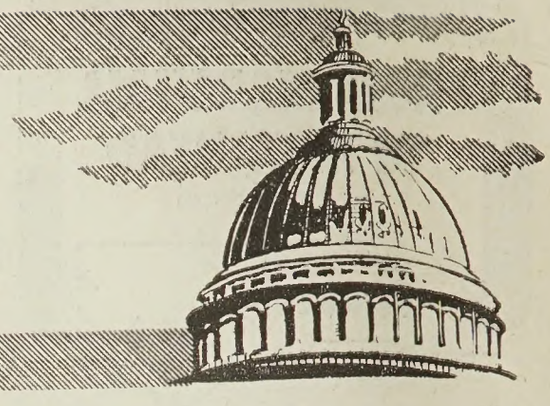
Robert S. Allen
REPORTS FROM WASHINGTON



WASHINGTON, July — REA administrator Ancher Nelsen, in an exclusive interview, told **The Carolina Farmer** that he favors a vigorous drive to bring electricity to the 10 percent of American farm homes that still don't have it and to "advance the telephone program as rapidly as industry conditions permit."

The former Lt. Governor of Minnesota also voiced frank views on other major REA telephone questions. He did this in detailed answers to a series of questions submitted to him by this correspondent.

Those questions and Administrator Nelsen's replies are as follows:

Q: Representative Kit Clardy of Michigan has introduced a bill to increase the interest rates on loans made by the REA from 2 percent to 4 percent. In your opinion, should the interest rate on REA loans be increased at this time?

A: The duties of REA are administrative, not legislative. Whether the interest rate on REA loans should be increased from 2 percent to some higher figure is a matter for Congress to determine. Congress has adequate facility to determine what is a proper interest requirement. When the Rural Electrification Administration first came into being under authority of the Emergency Relief Appropriation Act of 1935, the interest rate on REA loans was 3 percent. From early in 1936 to 1944, the rate varied from 2.45 percent to 2.88 percent, being determined by the average interest rate payable on United States Treasury obligations with a maturity of 10 or more years. The current 2 percent rate has been in effect since 1944. It now is substantially below the interest rate at which the government can borrow long-term money.

Q: What is your viewpoint on the right of rural electric systems to borrow money from the Rural Electrification Administration for the purpose of constructing generating plants and transmission lines to serve themselves?

A: The intent of the REA program as enacted by Congress is to make electric power available to farmers who do not have central station service, where it is economically feasible to do so. My position always has been that the farmer should have the right to generate power if circumstances point to this need. It is the responsibility of REA to see to it that this providing of power to America's farms is accomplished at the least expense to either the farmer or the public treasury, which is supported by the tax money of farmers and all other citizens. To meet this responsibility, REA and the co-ops alike should exhaust every other alternative before embarking on the heavy expenditures usually entailed in providing generation and transmission facilities.

Q: Will the current reduction in the REA staff materially decrease the ability of the agency to process and service loans?

A: I do not believe so. The reduction in force has been minor; slightly over 3 percent of the working staff. Reductions were made with an eye to preserving the more essential REA activities, and it is not anticipated that effectiveness of the overall program will be diminished.

Q: When the Federal government develops hydro-electric power of a river, do you believe the wholesale power should be turned over entirely to private power companies at the dam site, or should provision be made for wholesale marketing of the power to the small municipal and cooperative retail distributors who

(*Continued on Page* 27)

National Farm Safety Week—July 19-25

Oscar's worried about black cat, but leaves his pitchfork lie like that.
—Beth Wilcoxon

News, Tides and Trends

For the North Carolina Farmer

Some 2,000 Future Farmers of the Tarheel State gathered in Raleigh on June 25 to open their annual state convention, and to celebrate the organization's 25th anniversary. The whopping sum of $11,757 for superiority in farm work projects and other activities was paid to outstanding young farmers from the four corners of the state. The top individual awards, a $1000 scholarship given by the Smith-Douglas Company of Norfolk, Virginia, went to Roger P. Hill of Pink Hill and Carlyle D. Davis of Forest City. Both these young men are 1953 high school graduates, and have been for many years active in 4-H and FFA activities.

* * *

A very important part in Farm and Home Week was the occasion of the celebration of the 50th anniversary of the Extension Service in Reynolds Coliseum at State College on June 11. Pioneers of the Extension Service took a long look back into time, reviewed the accomplishments of the first fifty years of the service, and predicted even greater progress in years to come. Readers who have forgotten the beginning of this increasingly important service are reminded that farm demonstration work, now the backbone of the Extension Service, began in 1903 on a Tyrel, Texas farm. This demonstration work became so successful that demonstrations were set up in other Southern states, the first one in North Carolina having been set up on the farm of J. F. Eagles in Iredell County in 1907.

* * *

North Carolina State College Extension Service has announced that its latest publication, "Raising Hogs in North Carolina," should result in happier hogs and better pork, plus increased income for swine producers. It has been prepared by Jack Kelley, who is in charge of livestock for the Extension Service, and H. A. Steward, in charge of swine research for State College. Farmers who are interested in the booklet should consult their county agents, or write N. C. State College, Department of Agricultural Information, requesting Extension Circular No. 238.

* * *

Opening dates for the North Carolina and South Carolina Border Belt tobacco markets were announced on June 29 at a meeting of the Board of Governors of the Bright Belt Warehouse Association in Raleigh. The Fayetteville market will open August 3; the North Carolina Eastern Belt, August 20; North Carolina Middle Belt, Sept. 1; Virginia-North Carolina Old, Sept. 14.

* * *

Before leaving North Carolina State College, where he served as Dean of Agriculture, to accept the presidency of Iowa State College, Dr. J H. Hilton expressed the belief that "we have not even scratched the surface in North Carolina in taking advantage of our farming opportunities." He lists the following opportunities now open to Tar Heel farmers and Experiment Station scientists: diversification (developing several sources of farm income); putting small farms on a paying basis; improving efficiency in growing tobacco and raising better quality leaf; mechanization of cotton and peanut harvesting; and expanding the state's livestock industry.

* * *

The end of June saw citizens of Caldwell County organizing to fight an alarming polio epidemic, whose toll was reaching the 100 mark. A military aircraft sprayed an insecticide over Lenoir in an effort to eliminate flies and mosquitos during the epidemic. The city council's Public Health Committee was discussing the possibility of using gamma globulin on part of the childhood population in the county. Most of the children struck by the dreaded disease are under six years of age. Parents of small children are reminded to guard their children against fatigue during the hot months, to keep them away from drafts, and to guard against chills . The danger of contagion is past by the time a case has definitely been diagnosed as polio.

MAIL BOX

To The Editor:

Your thrice semi-editorializing me, once in April issue and twice in May issue of your paper, seemed so purely directed at prejudicing your readers against me personally, that I believe you should be answered.

First of all, I want to state that I have no enmity toward REA's. I have the same feeling toward them that I have toward other corporations doing a similar business. I have always been a contender for equality in taxation. In my opinion, the same kind of property tax should exist for the same classes of property, and the same kind of franchise tax should exist for the same kinds of franchises, and the same kind of income taxes should exist for the same kinds of income.

. . . Please discuss in your next semi-editorial about me: (1) Why the REA's should not pay the same sort of taxes as other corporations rendering the same sort of services have to pay, and (2) Why the REA's, after receieving a subsidy of the full amount of what their normal taxes should have been and should be, which would run into millions of dollars, are unable to give, or do not give, cheaper electricity. I believe your readers will be a great deal more interested in your answering these questions than they were in your exposing my ignorance.

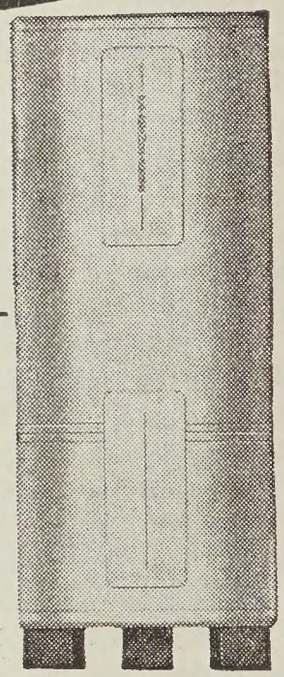
. . . Your criticism comes solely from my introducing legislation which would have required the REA's to carry their pro rata part of the tax load. I know that the private power companies of North Carolina, with millions of dollars invested, pay an enormous tax. I know that the REA's, with millions of dollars invested and doing a similar business . . . pay absolutely no tax. Is that a fair thing?

I pointed out (to the committee) that a subsidy like that given to the REA's, if given to private utilities, would enable them to give a free Frigidaire to every custotmer. . . . Figure up their taxes for the last 15 years and divide the amount by $300, the average cost of a Frigidaire, and see for yourself what could be done

(*Continued on Page* 29)

FAIRBANKS-MORSE

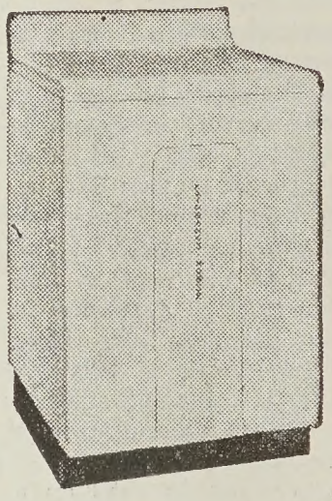
electric



Fairbanks-Morse tank type, automatic. Capacities range from 30 to 120 gallons. Single or double heating elements. *Nichrome* heating elements transmit heat directly to water. Thermostats keep water at pre-set temperatures. Automatic shut-off assures safety and economy. Insulated with 3″ Fiberglas blanket. Finished in white enamel. Tank galvanized by hot dip method. Protected inside by magnesium anode rod, guaranteed 10 years!

Ample

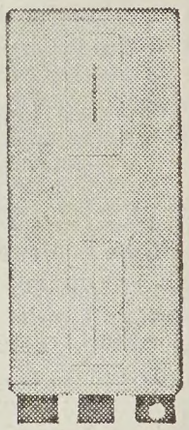
water



Fairbanks-Morse modern table-top model. Same high quality as upright type heater. Designed to match in finish and utility the new all-electric kitchens or utility rooms. Flat top, with 4″ splash shield provides cool work surface. Only 36″ high. Occupies space 23″ x 25″. Available in 30 and 40-gallon sizes. Protected inside by magnesium anode rod, guaranteed 10 years!

Safe

heaters



Fairbanks-Morse 12-gallon dairy model. Made like the larger ones! Fully automatic controls. Fully insulated. Single or double heating elements for faster recovery. Farmers and dairymen find this model just right for dairy cleaning chores. Assures sterilizing hot water in ample volume without draining the hot water from the household heater.

For complete details, and the name and address of your nearest Fairbanks-Morse dealer, write Fairbanks, Morse & Co., Chicago 5, Illinois.

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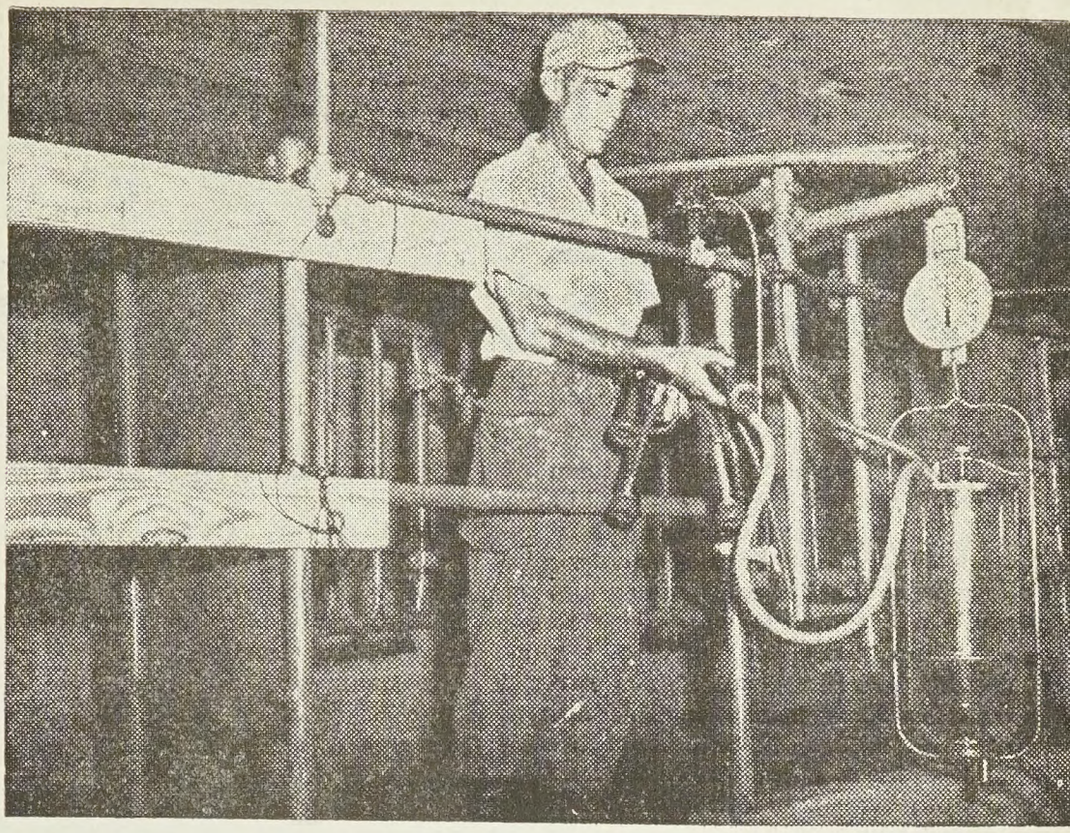
PIPELINE MILKING

This Bladen County dairyman has found that everything claimed for the automatic milking system is true, and then some.



R. E. Sanderson, retired grocer, examines milkers in his modern dairy barn.

WHEN R. E. Sanderson, Rt. 2, Burgaw, retired this year after running his Wilmington grocery business for 25 years, he was determined about two things: first, he wanted to go into the dairy business in Bladen County; and, second he wanted his dairy to be as modern and efficient as possible.

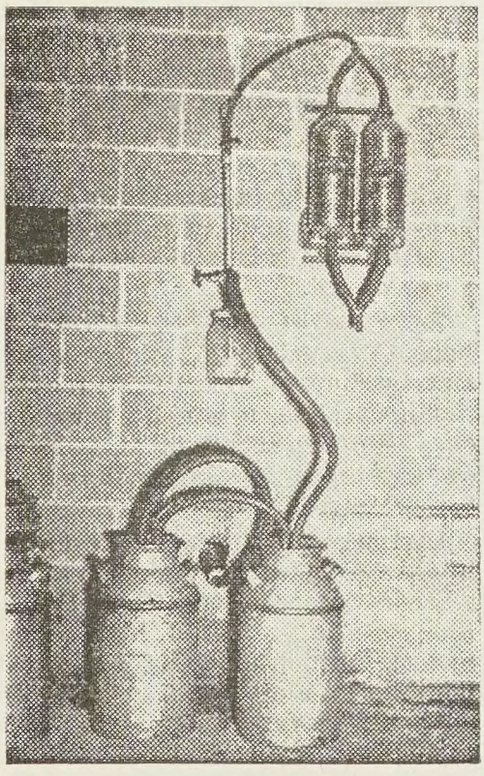
Fortunately, there is a good market for milk in that area and dairying, though not widespread, is among the more lucrative farm enterprises. Also, dependable electric power was available on the Sanderson farm, supplied by the Four County Electric Membership Corporation. In combination, these factors very neatly made the realization of both of his desires possible.

There were no dairying facilities on the farm, so Sanderson was starting from scratch. He began an investigation of buildings and equipment, aided by Dairy Specialist R. R. Rich. From the beginning Rich plugged the advantages of a milking parlor equipped with a pipeline over the conventional stanchion barn. This new system seemed made to order for Sanderson, who wanted to start with a 10 cow herd and work up to 30.

Investigation indicated that a fully equipped, 3-cow milking parlor could be built for about the same cost as an ordinary 10-tanchion barn. The pipeline would enable him to do all the work himself, eliminating the lifting of milk cans and most of the barn cleaning. After taking a long look at these advantages, Sanderson decided to install the pipeline-milking parlor system.

He had it completed and in operation by April 8. Soon dairymen from all sections of the country were dropping by to see how it worked; it was the first system of its kind in Bladen County.

Most of them liked what they found. Sanderson has a long, narrow, concrete block parlor equipped with a feed room and a milk cooling room. The center section is built on two levels (see photo), with stanchions for milking three cows at the same time, although Sanderson milks only two.



At milking time ,the cows are fed roughage outside the barn and are brought into the upper level of the parlor and put into the stanchions, where they are fed grain. Automatic milkers are quickly placed from the lowed level (no stooping), and nothing is manual from that point. The milk flows into a weighing vessel where it is weighed and recorded; then a valve opens and the milk is pulled by suction through a stainless steel pipeline to the cooling room. There, enough milk cans to hold the entire milking are arranged in series by rubber tubes. When one can fills, the milk automatically flows into the next, and so on. The cans are then placed in the cooler.

When the milking is completed, the suction is reversed and the pipe is washed with cold water, hot, soapy water and a sterilizer solution.

One desirable feature is missing from the Sanderson dairy—a lounging barn where cows are fed roughage while awaiting their turn in the milking parlor. He plans to add this barn in the near future.

Sanderson says that he can milk 20 cows in one hour with the pipeline system, milking two at the same time. Cows are easily trained to enter the parlor and take their place, he says, having trained his in three days.

In milk room, enough cans to hold entire milking are arranged in series and fill themselves automatically.

ELECTRICITY AND A NEW ROAD LEAD TO

The Transformation of a

A FEW miles from the town of Scotland Nack, in Halifax County, you can turn off Highway 258 and follow a narrow dirt road to the pleasant community of Lea's Meadow. Once you get there, the village looks like any of a hundred others in rural North Carolina; the farmhouses are small and neat and acres of well-tended crops surround them. A modern power line brings electricity to every house.

What's so unusual about Lea's Medow? Just the fact that the road and power line were tardy in making their appearance. Until very recently Lea's Meadow was an isolated, forgotten village.

While North Carolina's great road-paving program was going on, the twelve Negro families in this community had only a mile-long cow path to connect them with the outside world. During rainy weather no doctor would come to them. Time after time they vainly applied for a road. In the meantime their children waded through the mile of mud to catch a school bus.

While the percentage of electrified farms in North Carolina was jumping from three to ninety, the people of Lea's Meadow continued to use kerosene lamps and scrub boards. Their only direct experience with electricity had been in their church, some three miles distant on another road. There, they had built their own power line, running it nine-tenths of a mile from a rural line belonging to the town of Scotland Neck to the church. They paid for the line themselves, and gave it to the town. Soon ten other houses were connected to it.

But while the lines of the municipal company reached into the countryside all around Lea's Meadow, the people there were unable to get them extended to their homes.

By 1951, rebuffed at every turn, the people of the community had just about given up hope of a road and electricity.

In that year, C. S. Alexander, a prominent citizen of Scotland Neck, became interested in their need for a road. Following his guidance and advice, they began another round of efforts to secure their road; and this time they were successful. They were promised the road if they could work out rights-of-way problems. They did this quickly, making up $100 among themselves to purchase an easement.

So, the dirt road today connects Lea's Meadow with Highway 258. Measured against most rural roads in North Carolina, it is not a very good one. But the people of Lea's Meadow are not complaining; it is much better than the cow path.

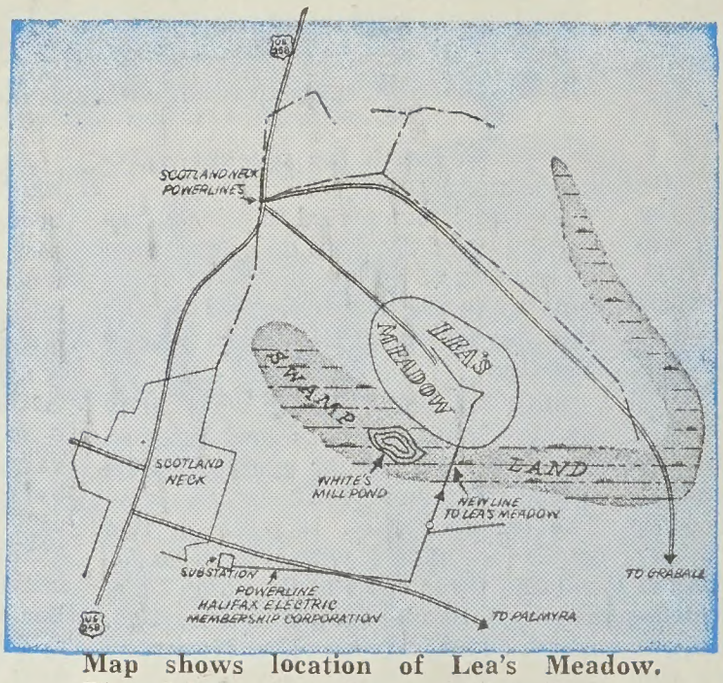
Last year, hopes for a power line into the community rose when a rural electric cooperative, the Halifax Electric Corporation with headquarters at Enfield, extended its lines to within a mile of Lea's Meadow. The only difficulty was that a broad swampland lay between the Halifax line and the community. Construction would be difficult and expensive.

Although doubting that it would bring results, Willie Smith, a resident of the community, wrote a letter to the Halifax cooperative in the fall of 1952. The residents of Lea's Meadow needed electricity, he said, and was there any chance that the co-op could build a line to serve them?

To his surprise, things started happening immediately: a representative of Halifax came by to take a look and get applications signed; engineers set up transits to find a way through the swamp; right-of-way crews followed to fell trees and cut away dense undergrowth. In May of this year the line was completed and Willie happily paid his membership fee as he watched a lineman place a meter on the wall of his house. "This is the most I ever got for five dollars," he said.

Today, washing machines, refrigerators, irons and radios hum in Lea's Meadow homes. They complement the efficiency with which their owners tend their broad acres of tobacco, peanuts, corn and cotton. Ten of the twelve families in the community own their own farms and homes, and most causual observers cannot fail to note the quiet pride with which they maintain them. Electricity and an outside road were the only missing keys to their prosperity, and by last month the inevitable march of progress had supplied these.

And if progress took its time in reaching this little village, its fruits are even sweeter because of the delay. Take the case of Lizzie Webb, a small, spry, 80-year-old great-grandmother who has lived in Lea's Meadow for 40 years. "Imagine me not being able to see with a kerosene lamp," she chuckles, "but when the lights went off for an hour or two during



Map shows location of Lea's Meadow. Ringed by roads and power lines, the community remained isolated until very recently. New power line was built through swamp by the Halifax electric cooperative.

Forgotten Village

the bad storm the old lamp looked like a lightning bug."

She paused in her ironing to look down at the shiny new electric iron in her hand. "All my life," she said, "I heated a old flatiron in front of the fireplace. It just don't seem possible that this thing can work like it does."

The story is the same in all the houses up and down the new road. A new appliance brings unbounded joy tinged with something akin to awe. Several of the families are now investigating water systems, one of their greatest needs.

But, stimulating as their experience in Lea's Meadow has been, serving isolated communities is nothing new for the Halifax Electric Membership Corporation. In 1949, the cooperative built a power line to tiny Roanoke Township in the northeast corner of Warren County. On the north, Roanoke Township borders the Virginia line; on the south, it is separated from the rest of Warren County by the twisting Roanoke River. It was ignored by Virginia and forgotten by North Carolina.

BEFORE 1949, there was no electricity in Roanoke Township. Writing in the Warrenton **Record** in that year, Charles Crockett described their efforts to secure electric service as "a people's struggle against the red tape and procrastination of the utilities that endured years of disappointment and failure."

Crockett says that in their first move to bring in electric power, residents approached the Virginia Electric Power Company and were given hopeful promises; but months and years went by and the area remained in darkness. Rural electric cooperatives in Virginia were unable to cross the state line. Carolina Power and Light Company was asked to serve the community but refused because they would have to run their lines too far and cross existing rural electric cooperatives lines.

According to Crockett, S. R. Jones, postmaster and storekeeper in Roanoke Township, and County Agent Frank W. Reams again asked Virginia Electric Power Company to serve the area, but were again unsuccessful.

Reams then made a detailed survey of the power needs of the community and secured signed easements from every family. Armed with these, he talked with T. B. Slade, manager of Halifax Electric Membership Corporation. The board of directors of Halifax listened sympathetically and six months later electric lights burned brightly in the churches, schools and homes of Roanoke Township.

"Today," wrote Crockett in 1949, "new farms are opening up and a new interest in agriculture and attendant industries is being manifested, because lights have come on at last."

Electricity transformed Roanoke Township. It enabled farmers to speed their work with modern electrical equipment; it made dairying profitable; it took the drudgery out of housework.

The same thing, maintains Manager Slade of Halifax, is happening to Lea's Meadow. To Slade, and to other observers who know the story of these two isolated communities, this is rural electrification at its finest. And although these stories are perhaps more dramatic than others, they are not unusual.

With a minimum of ballyhoo all 32 of the rural electric cooperatives in North Carolina have pushed their electric lines into sparsely settled areas, offering the tools of progress to rural people everywhere. This fact, obvious to anyone who cares to visit rural North Carolina, shines through all of the expensive propaganda of the commercial power companies like the light from a farmhouse in the dead of night.

Yes, Lizzie Webb may not understand why her new iron stays hot all the time, but her happiness, along with that of some 160,000 other rural North Carolina families, is the real measure of the rural electrification program.

80-year-old Lizzie Webb is still overwhelmed by her new electric iron

Where Do We Go From Here?

By Jerry L. Anderson

From Roanoke Rapids To Hells Canyon, From The Niagara To The Missouri, The Public Is Losing The Great Power Battle; And North Carolinians Are Right In The Middle.

"Sorry Bub, This Is Socialism"
(Courtesy of the Atlanta Constitution)

THE philosophy of orderly development of America's natural resources found its first great champion in President Theodore Roosevelt in the early 1900's. It was Roosevelt who first preached the gospel of conservation until he made the people realize the basic, inseperable relationship between natural resources and human welfare.

It was Roosevelt who set aside 148-million acres of publicly-owned timberland for the perpetual use of the whole nation; it was he who set up irrigation projects in the semi-arid Western states, building dam after dam to supply thirsty tracts with life-giving water. A year after he left office, it was estimated that more than 3-million acres of farm land had been so improved as to yield an increased profit of $75-million annually.

Under his administration, vast swamplands were reclaimed, mineral wealth was safeguarded, waterways were developed.

Roosevelt's activities in this field set a precedent for his successors. With varying degrees of enthusiasm they followed his pattern. In 1928, for example, President Hoover built the great Boulder Dam (now called the Hoover Dam), to insure flood control, provide water for irrigation and furnish electric power to the seven states in the Southwest. Preference rights to this power were provided for state and municipal agencies over commercial power companies.

Under Presidents Franklin Roosevelt and Harry S. Truman, the development of natural resources for the greatest common good was continued and expanded. TVA was born, breathing new economic life into a retarded region: great multi-purpose dams sprang up through the country, providing public benefits patterned after those of Boulder Dam. The philosophy involved in their construction was not born of the "New Deal" or the "Fair Deal"; rather, it was a reaffirmation of principles which had endured for almost a half century through the administrations of Democrats and Republicans, liberals and conservatives. It was a principle which is fundamental to the basic rights of all Americans.

The "Socialistic" Tag

But it is also a principle which has been under continuous, noisy attack by monopolistic interests for several years. These interests, whose greed for profit blinds them to public welfare, have in the past few years spent millions of dollars to tag virtually all government projects with the label "socialism". Their efforts have been spearheaded by the commercial power companies, who, not content with guaranteed profits and a monopolistic business structure, have smarted under the popularity of such public institutions as TVA and multi-purpose dams.

Accordingly, the utilities unleashed a campaign to sell the American people the idea that public institutions which had been recognized and approved for decades were alien to "the American way of life." Millions of dollars, contributed indirectly by their customers when they paid electric bills, went into newspaper, magazine and radio advertising; hundreds of thousands of dollars were poured into their lobby in Washington in an effort to influence legislation, high powered public relations firms were employed; public opinion was treated as a commodity which could be bought like a sack of salt; the pattern was this—the American people do not like the word socialism, so if you want to make them dislike something, call it socialism and if you say it loud enough and long enough, people will start believing it.

Last month, it looked as if this guilt by association technique was paying off handsomely. The Eisenhower administration was going down the line to give the utility lobby virtually everything it wanted; policies which had stood the test of a half century were being discarded; cabinet members were contradicting each other and themselves, and Eisenhower's campaign pledges. And in the middle, watching their lifeblood ebb slowly away, were almost 100 rural electric cooperatives throughout the country.

Most of these cooperatives buy their power from commercial electric companies; a few generate their own

(Continued on Page 28)

Everyone Wins In The

NATIONAL 4-H AWARDS CONTEST

Across the state and nation, thousands of forward looking farm youths are in the midst of projects to be entered in perhaps the most ambitious youth award program in the nation, the Farm and Home Electric Awards Program, the Frozen Foods Awards Program, and the Farm and Home Safety Program.

Marjorie L. Jackson, Rt. 1, Dunn, brought honor to her state by receiving the national award in the 1952 4-H Frozen Foods Award Program. Marjorie has just finished her high school studies, and, if she chooses, a scholarship is awaiting her at the college of her choice.

WHAT makes a 4-H award winner? Her record reads something like this:: "Marjorie L. Jackson, Sampson County, Dunn, Rt. 1. Born August 12, 1935. Daughter of J. D. Jackson. Lives on 97 acre farm." The reader follows her record from those days when she was first old enough to be a 4-H'er through her present status as a high school graduate of 1953.

Her accomplishments are many, and encompass everything from her efforts to eat balanced meals, design her own dresses, achieve numerous successes as a youth leader, to her crowning achievement as winner of the 1953 National 4-H Frozen Foods Award Program, which brought laurels to Marjorie, her county, and her state. Her supervisors see her as "industrious, capable, and enthusiastic." And a wonderful scholarship is awaiting her at the college of her choice.

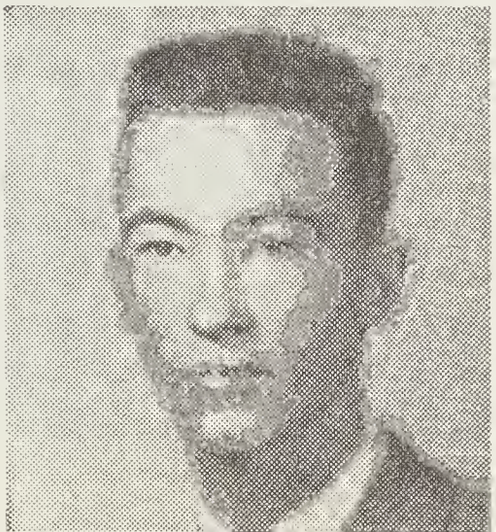
He is a student at North Carolina State. His record tells us that his name is Charles Woodall, Smithfield, Rt. 1, Johnston County. He was born Feb. 8, 1934, and is the son of Eli Woodall. He lives on a 70 acre farm. Through his continued study of the application of electricity on the farm (including the designing and installation of a water system on his father's farm), he has walked away with many awards: 1950 award in the District Farm and Home Electric Program, county medal in the same project, and state winner in the Farm and Home Electric Project in 1952.

Both records show that these winners have really tried to "make the best better," and are true proponents of the 4-H pledge: the head to clearer thinking, the heart to greater loyalty, the hands to larger service, health to better living, for club, community, and country.

Across the state and nation thousands of forward looking farm youth are in the midst of projects to be entered in perhaps the most ambitious youth awards program in the nation: The 1953 Farm and Home Electric Awards Program, the 4-H Frozen Foods Awards Program, and the Farm and Home Safety Awards Program. Through these projects they are gaining physically, mentally, and materially. They are learning to make life better for themselves.

The Farm and Home Electric Awards Program is sponsored to encourage an interest in electrical methods and equipment, to foster a working knowledge of profitable utilization of electricity on the farm and in the home, and to help others to acquire this knowledge and skill in improving farm and home methods and raising standards of living in the community. The program is open to all young people enrolled during the current year in 4-H Club work, and the participants work through their own home club.

Charles Woodall, Smithfield, Rt. 1, won the North Carolina State Award in the 1952 Farm and Home Electric Project. He is now a student at N. C. State College in Raleigh.



The Program is divided into county, state, and national areas. The county winner is awarded a handsome gold-filled medal of honor, the state winner receives an all-expense trip to the National 4-H Club Congress in Chicago, Nov. 29 through December 3. The national winner (six winners in all) receives a $300 scholarship to the school of his choice. These awards are given by the Westinghouse Educational Foundation.

The Frozen Foods Awards Program has been organized to encourage young people to understand more fully that an ample supply of home grown foods is one of the advantages of living on the farm, to show the variety that frozen food can add to the home-raised food supply, to learn to use freezing equipment advantageously and economically, and to develop skill in preparing, packaging and freezing meats, poultry, eggs,

(Continued on Page 29)

Your Children Can Go To College

Students in a Shaw University speech class.

And Negro Institutions Rank High In State

Excellent Opportunities Offered Negro Students At Shaw University, St. Augustine's, A and T

THE unprecedented growth of the Agricultural and Technical College at Greensboro over the past twenty-five years is an unusual success story in modern education. Beginning as a small "D" class college in 192, A & T has become the nation's leading Negro institution devoted to training youth in agriculture and technical skills. It is now an "A" college and is the second largest Negro institution in the nation. More than 3,000 men and women are being trained there in a program geared to the needs of North Carolina.

Its graduates, officials state, have made and are making sound and substantial contributions to agricultural progress within the state. A & T alumni fill eighty-seven percent of the positions in the North Carolina Negro Extension Service and seventy-four percent of the Negro vocational agriculture teachers in the state attended the college.

The school of Agriculture is organized into the following departments: Agricultural Education, Agricultural Economics, Animal Industry, Biology, Chemistry, Home Economics, Plant Industry, Agricultural and Home Economics Extension Service, and Vocational Agriculture. The School of Agriculture offers students four-year programs of study leading to the degree of Bachelor of Science. This school also offers a two-year pre-veterinary curriculum which meets the requirements for admission to schools of veterinary medicine as recommended by the American Association of Veterinary Medicine.

The School of Education and Science includes the following fields of study: English, Air Science, Economics, Education, Foreign Language, General Science, Military Science, Music, Physical Education, and the Social Sciences, as well as subjects required for completion of the pre-medical and pre-law courses.

For major study in this school, the college recommends Biological Science, Chemistry, Physics, English, Mathematics, Modern Language, Music, Physical Education, Social Sciences.

Women students are admitted to A & T on the same basis as men.

In addition to its varied curricula, A & T has, in recent years, received praise for its noteworthy job in producing officers for the army in its Reserve Officers Training Corps. In 1952, it had the largest Negro ROTC cadet corps in the world and met its quota of officers.

A gigantic eight million dollar con-

Last in a Series of Three Articles On North Carolina Colleges

By Rebekah Rivers

struction program is now underway at the college, which will greatly enhance the physical possibilities of this growing institution.

The student wishing entrance to A & T must present a certificate of graduation from an accredited high school or pass an examination conducted by the College Entrance Board.

Although the college cannot guarantee jobs to students who expect to work their way through college, many students find work in private families and in other occupations, which aid in defraying a portion of their expenses.

The A & T catalogue lists several scholarships offered by college organizations, among them a 4-H scholarship of $50.00 offered to the high school graduating senior with the best record in 4-H club work. For detailed information on these and other scholarships, interested persons should write directly to the colloge.

During the academic year of 1946-47, the A & T College Student Aid Fund was established to provide a source of revenue for loans and grants to deserving students. Any regular term student duly registered is eligible to apply for aid through this fund.

Minimum expenses at A & T for the academic year are estimated at $469.50 for the North Carolina male student, and $460.50 for the North Carolina woman student living in residence at the college. Off-campus students' expenses for the year are estimated at $232.50.

Shaw University

"That religion and learning may go hand in hand and character grow with knowledge" has been the aim of more than 14,000 young Negro men and women who have been trained at Shaw University in Raleigh since its incorporation in 1875. A walk around the beautiful Shaw University campus in the spring, observation of the intent interest of the student body in the classrooms, a tour of the well equipped buildings convince the visitor that this setting is truly conducive to the final attainment of this excellent goal.

The University consists of a College of Arts and Sciences, offering courses leading to the degrees of Bachelor of Arts and Bachelor of Science; and a School of Religion offering a course of study leading to the degree of Bachelor of Divinity. Negro students interested in entering professional schools are offered excellent pre-training at Shaw in medicine, law, business, theology, and education.

Shaw University is very proud of its Rural Church Leadership program. This department is sponsored through the cooperative efforts of Shaw University and the Phelps-Stokes Fund, and the Home Missions of North America. Its objectives: to train graduate students in the school of religion for Christian leadership and service in the rural church and community; to acquaint students with the needs, problems, and opportunities for service in rural communities as missionaries, ministers, teachers, nurses, doctors, home demonstration agents, agricultural leaders.

An excellent department of home economics trains young women students for teaching, for homemaking, and for institutional work. The University campus boasts an attractive and well-equipped modern demonstration house for students of home economics, and the University nursery school affords opportunity for observation and practice in child care.

Shaw University students in a corner of the study area of the West Student Center.

On a recent visit to Shaw, the University President, Dr. William Russell Strassner, told me that the University employed 159 students last year in the school's student self-help plan, and that 91 scholarships were granted to deserving students. Students who need financial assistance should file their requests in the Office of the Registrar when they file for admission to the University. Dr. Strassner also informed me that assistance in the amount of $100 to $150 is offered outstanding high school students — valedictorians, salutatorians, and students in the upper one-third of their graduating classes. This help is given on the recommendation of students' high school principal and application for such aid should be made through these principals.

Many scholarships and awards are offered deserving students at Shaw University by University organizations, church organizations, etc. Requests for detailed information concerning these awards should be addressed to the Secretary of the University, Raleigh.

The University estimates minimum expenses at Shaw as around $650 for the student.

(*Continued on Page* 29)

Study hour in the well-equipped library at St. Augustine's College.

Board and staff of the N.C. REA, left to right: Mrs. Hubert Boney (replaced by G. R. Hughes), Glenn Palmer, Walter Fualler (telephone administrator), Cutlar Balance, Gwyn Price, Dr. S. H. Hobbs, Dave Barber (engineer), D. E. Purcell, and D. S. Weaver, (secretary).

Price Again Heads State REA

Gwyn B Price of Warrensville, who has headed the state Rural Electrification Authority since 1941, was reappointed for another four year term on June 24 by Governor William B. Umstead. Also reappointed to the Authority were Cutlar Balance of St. Pauls and Glenn Palmer of Clyde. George R. Hughes of Pollocksville, attorney for the Jones-Onslow Electric Membership Coroporation at Jacksonville, was named to replace Mrs. Hubert Boney of Teacheys in the only change made in the Authority.

Price and the other appointees were sworn into office on June 29. At a meeting immediately following, Price was renamed chairman of the group. As such he is the chief executive officer of the Authority. Members may choose their owr chairman, but they historically follow the Governor's wishes.

Umstead thus becomes the fourth governor under whom Price has served. He was first appointed to head the Authority in May, 1941, to fill the unexpired term of Dudley Bagley of Moyock, who had gone to Washington a few months earlier to become assistant to Comptroller General Lindsay Warren. When this term expired, Price was named by Governor Broughton to a full four year term. He was subsequently reappointed in 1945 by Governor R. Gregg Cherry and in 1949 by W. Kerr Scott.

The North Carolina Rural Electrification Authority was created by the General Assembly in 1935 to encourage the electrification of rural areas. It was not given power to construct or finance power lines, but was to work with other groups to facilitate construction. With the establishment in 1936 of the Rural Electrification Administration and the subsequent development of rural electric cooperatives, the duties of the state REA were expanded to include approval of all federal loans made within the state by the federal group.

The Authority now acts in a similar capacity in the rural telephone program.

As he enters his thirteenth year as chairman, Price can look back over a gratifying period of progress. During his tenure, the percentage of electrified farms in the state has risen from 26 to more than 90. Upon his recommendation, the Authority has approved some $90 million in electrification and telephone loans.

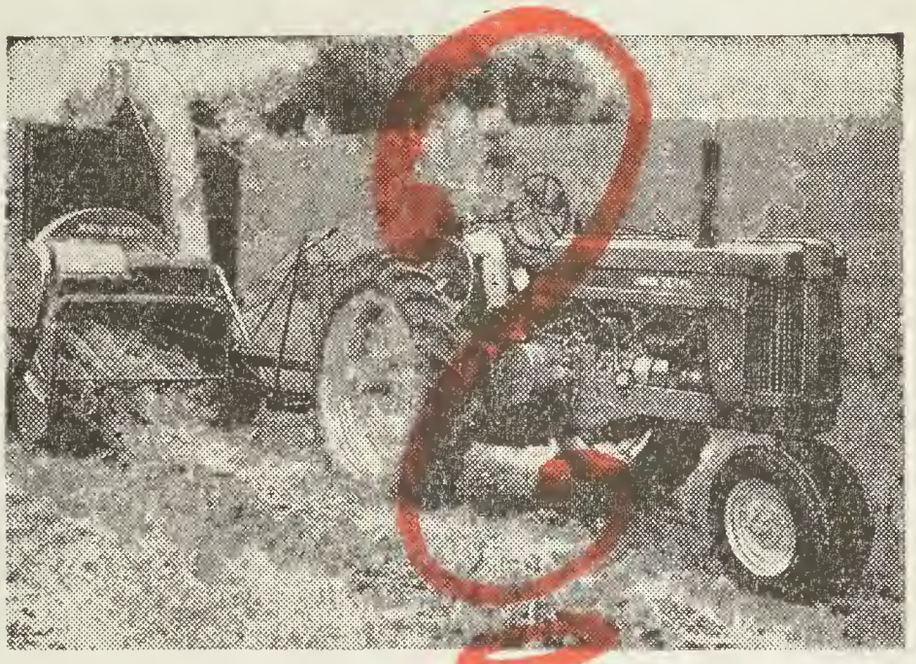
Price sees system improvements to insure adequate and dependable service for farm people as the primary

(*Continued on Page* 27)

Should I Buy New Equipment

Farmers lose a lot of money, the author says, by haphazard equipment buying. Here, for the first time anywhere, is a method of applying to the farm a successful buying formula widely used in industry.

By Richard Hausler



ACCORDING to production economists even the most business-like farmer resorts to antiquated "by-guess-and-by-gosh" rituals when deciding whether to buy new equipment to replace old or to take over from manual or animal labor.

There would be no problem if all farm production equipment were like the one-hoss shay—not made obsolete by a new development, needing no maintenance, and as good as new until it collapsed in a heap of junk. The question of when to replace it would be as simple as deciding when to replace an electric light bulb, as Dr. George Terborgh, recognized as one of industry's top men in the equipment analysis field, puts it.

Finding that most production equipment and methods have little in common with the one-hoss shay, Terborgh spent five years seeking a sound approach to equipment replacement questions more difficult—and more economically important—than deciding when to replace a light bulb. The answers discovered apply to agriculture as well as industry.

Industry heads gave Terborgh ample financial support and enthusiastic aid. They considered themselves warned to take action by the economic stagnation of England, which many of them traced to antiquated production equipment policies. Seldom replacing equipment until it wore out, English manufacturers and farmers suddenly found themselves with economically dead "Zombie" machinery in their factories and on their farms. Despite varied government efforts, production costs soared to heights prohibiting competition for foreign markets.

Doing some soul-searching, American industry found itself using the same ancient equipment replacement policies which it claims wrecked the English economy. Most farmers will find these same unsound policies at the base of their own equipment replacement decisions:

1. **The hunch.** A man's version of a woman's intuition. The farmer just "feels" that prices are going down by next year so he'd better postpone his purchase of new dairy equipment. He doesn't analyse what continued use of old methods another year may cost him.

2. **Rule of Thumb.** The farmer arbitrarily sets a one-year period—or two or five—in which new equipment must pay for itself. (No one seems to know why he picks his particular mystic period, but everyone sticks rigidly to it.) This method assures the elimination of unsound purchases; it also assures some costly postponements.

3. **Impulse Buying.** The farmer just doesn't think much about equipment until he angrily orders a new tractor the day the old one breaks down in the middle of harvesting. This is the same approach his wife uses when she impulsively buys that new hat she sees in the store window. Fortunately for her, the hat is not as costly as a new tractor. Furthermore, she is not counting on her purchase to pay off in dollars and cents, and she will not have to stick by the new hat as long as her husband will have to live with his decision on the new tractor.

4. **Follow-the-leader.** This approach has you watch a neighbor who is farming profitably. If he doesn't buy a new hay-dryer, you don't. Maybe that is a sound decision. Or maybe the neighbor's land is so rich, his general farming ability so great, or his market sense so keen that he prospers despite costly equipment policies.

5. **Wear it out, junk it, and buy a new one.**

Obviously any one of these practices, or any combination of them, can lead to a wrong decision on equipment being studied. More important, all of these practices make it possible for a zombie piece of equipment or method to be an economic drag for years without attracting any study at all. No bells ring when one part of the farm home-

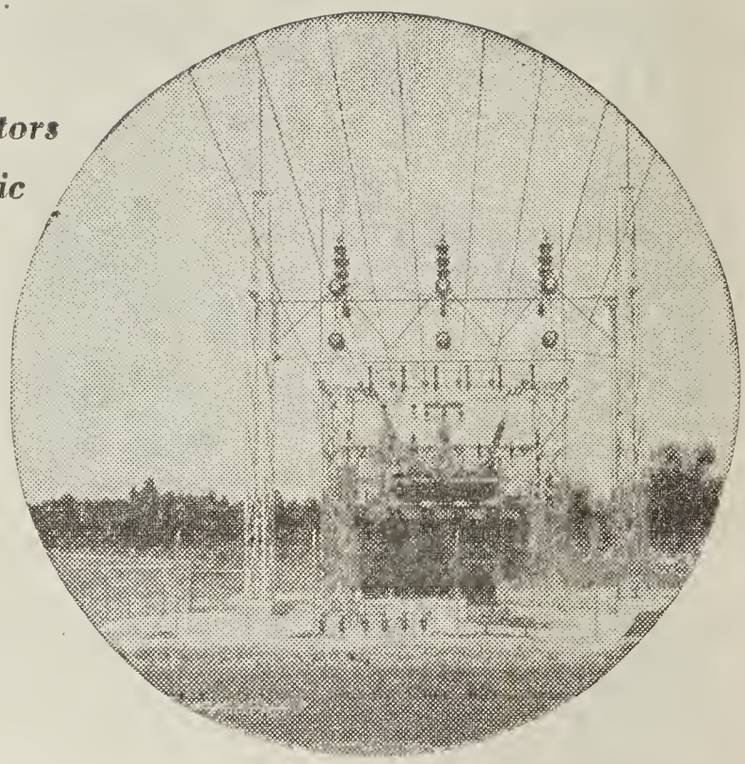
(*Continued on Page 23*)

Shall I sell my horses and buy a tractor? Yes, says the author after preparing this table.

Cost Factor (Per Year)	Defender (4 Horses)	Challenger (Tractor)
Feed	$200	$ 0
Oil and gas	0	96
Storage space	25	5
Excess labor costs	480	0
Maintenance	25	35
Interest loss	0	28
Depreciation	150	200
Adverse totals	$880	$364

In North Carolina, 300 unsung farmer-directors go quietly about the task of guiding the electric businesses which belong to you. They receive no salary, but to get an idea of their responsibility just

TAKE A LOOK AT THE RECORD



HERE'S a little experiment in arithmetic which should prove quite interesting to the rural people of North Carolina.

Take $64,000,000 and divide it among 32 electric cooperatives; then spend it in building 38,000 miles of lines to bring electric power to 160,000 families (or, 650,000 people) in ninety-eight of North Carolina's 100 counties; now add 1000 managers, bookkeepers, linemen and other personnel to operate these systems; and finally, add some 300 farmer-directors who hold 400 odd meetings a year to direct these enterprises.

Result? North Carolina rural electrification is BIG business.

And if that fact isn't established by the figures already cited, there are plenty more to consider.

Take billings, for instance. Last year these 32 cooperatives handled nearly two million individual billings to members for services rendered.

Or take the number of hours worked by the 1000 people who operate these systems. It is estimated that last year alone these 1000 people worked a total of 2,500,000 hours on regular duty, and that in addition some 150,000 hours of extra time were put in by line crews performing emergency repair service.

Now consider the miles of truck and car travel required to keep these electric systems properly maintained. Last year cooperative rolling equipment traveled from 4 to 5 million miles (that's 26½ billion feet) and used over 300,000 gallons of gasoline and over 15,000 quarts of oil.

Nor do even these figures tell half the story. The electric business is not only a BIG business, it's a vastly complex one, involving hundreds of skills and literally thousands of incidental facts, figures and functions.

In 1952 Tar Heel cooperative consumers used over 2 billion kilowatt-hours of electric current (1 kwh will lift 13,276 200 lb.-bags of fertilizer 1 foot). Much of this power was utilized to wash clothes, cook and refrigerate food, operate radios, energize light bulbs and a hundred other household appliances. But an astonishing amount of this "magic juice" was put to work pumping water, electrifying fences, lighting chicken houses, hatching eggs, drying hay, irrigating crops and performing many other tasks directly related to increasing farm production and income.

Power Costs

What did the 160,000 families who used this current last year pay for it? The total bill for all of them for the year came to the whopping amount of $9,236,550. On the average, they paid $58.00 each for 12 months, or $4.80 per month.

What about taxes—were any taxes paid? Definitely YES! About 40% of that total service bill was spent by the cooperatives in purchasing electric power from the commercial power companies in the state. And 6 percent of that figure — roughly $230,000.00, was paid to the State of North Carolina in franchise taxes.

Every penny of these taxes was paid by the cooperative consumers on whose power purchases the taxes were based.

This article would be far too long if all the facts and figures of this BIG business were set down in print. But take a look at one other feature of this vast enterprise! Tar Heel electric consumers have invested over 1 billion dollars in electrical appliances and equipment. Without the immense electric systems which furnish their power, this valuable property would not be worth one penny. Nor would the county and city taxes which are based on it.

What, one might well ask, keeps a

Typical of the rural electric coop at Dunn. These directors operate right they are: J. T. Geddie, Roy (manager), Kyle Harrington, L.

business that is this BIG and important operating as a healthy, going enterprise? The answer is almost unique in the American system of which that business is a vital and accepted part: neighborly cooperation.

Those 160,000 consumer-families have one vote each in electing their boards of directors and determining other cooperative matters. And those directors — attending meetings and performing their duties without pay —have learned the electric business "from the ground up."

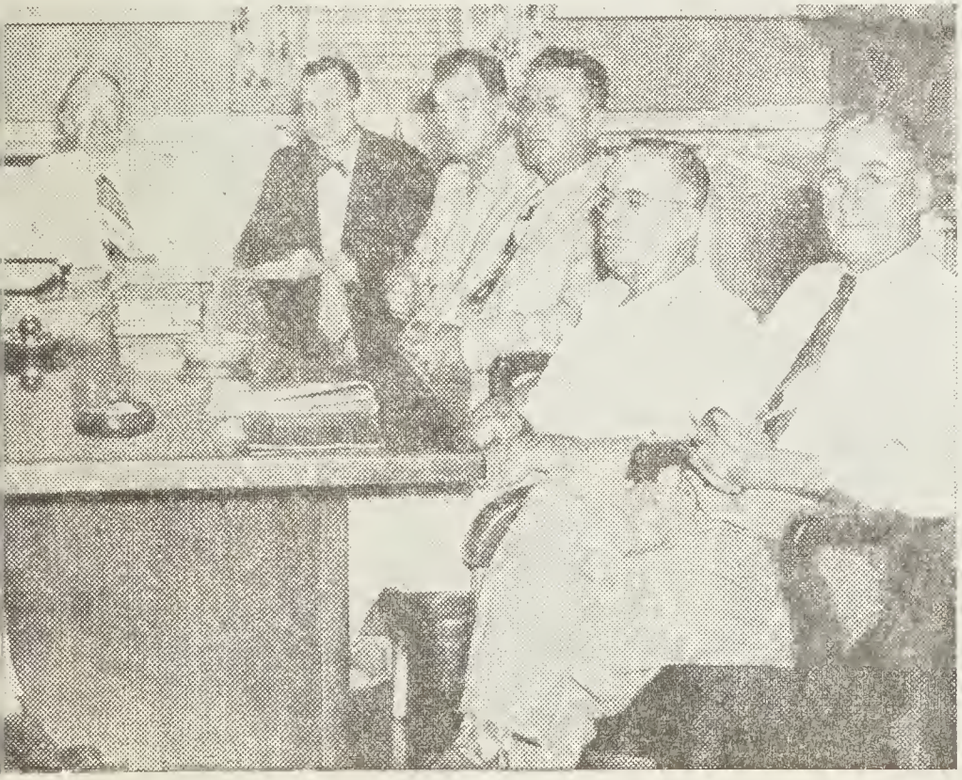
Nothing in the history of American business compares with the selfless, devoted service which these men and women have given in directing an enterprise that today is huge by any measuring stick.

In terms of time, of effort, of study and uncompensated work, these farmer-directors have compiled a commendable record. Some of them have not missed a single board meeting in fifteen years. When they first began their task of electrifying rural North Carolina, they faced difficult barriers in proceeding toward their goal on even a limited scale.

Today the scale of their effort is such that nine out of ten rural families are receiving electric power, and the electric industry which they direct has become BIG business.

And that's not all. That business is growing both BIGGER and more VITAL every year.

ative boards of directors in the state is this one for the South River EMC electric system worth $2,241,970 which serves 7,398 members. Left to w, Kesler Butler, Miss Rebecca Evans, Joe C. Howard, R. R. Edwards Hall, L. D. Herring, J. Monroe Adams.



Farm Costs Drop Not Enough To Balance Lower Farm Prices

While the prices farmers receive for their products have been registering some declines, the prices they pay for the things they need to produce and for living have decreased only slightly in comparison. This is borne out in recent studies by the Bureau of Agricultural Economics.

Among prices received by farmers, potatoes dropped from an average of $2.31 to $1.34 per bushel between April 1952 and April 1953. During the same period, a seventy-pound crate of lettuce fell from an average price of $3.05 to $2.75. Tomatoes per bushel dropped in the same period from $7.25 to $5.40 and strawberries from $12.20 per crate to $11.70.

The parity ratio between prices received for farm products and prices paid now stands at 93. Parity is statistical means of expressing the relationship between prices paid by farmers and prices received by them. The years 1910-14 are used as a base period. A 100 per cent parity ratio means that prices paid and prices received stand at about the same balance as they did in the base period.

The present ratio of 93 shows that prices received by farmers average 7 per cent below the level which would restore the balance that existed in the base period. Such a balance existed just one year ago when, on April 15, 1952, the parity ratio was 100.

An Electric Range Means Cooler Cooking

One of the most objectionable things about housework during the summer is the necessity of cooking over a hot stove. During the summer months, the temperature in the average kitchen is usually high enough without the added heat generated by an old-fashioned cook stove.

This is one discomfort which need no longer be endured on those farms which are served by rural electric cooperatives. Clean, cool, rapid cooking is made possible by the installation of a modern electric range. Of all the methods of cooking in common use, electric cooking generates the least amount of heat in the surrounding air. Heat is transferred directly from the heating unit to the cooking container without the necessity of heating the air in the kitchen.

One of the first questions which will come to the mind of a prospective user of electric cooking is "How much will it cost?" Most North Carolina co-ops say $2.50 to $3.00 for an average family. One co-op reports that a member was surprised recently when his young son, who had been keeping records of the family's power use, said, "Daddy, it cost us two cents to cook breakfast this morning." Another member who recently installed an electric range found that the cost of electric cooking was a few cents less per month than the cost of the kerosene which had formerly been used.

Some good full-sized ranges can now be purchased for less than $200. Financing is no problem. In areas in which ample and reasonable commercial financing is not available, electric co-ops will arrange loans for purchasing.

Why not keep your kitchen cool this summer by installing an electric range?

New answer to hot, messy canning!

Is this you heating up the kitchen and yourself with old-fashioned methods of preserving foods?

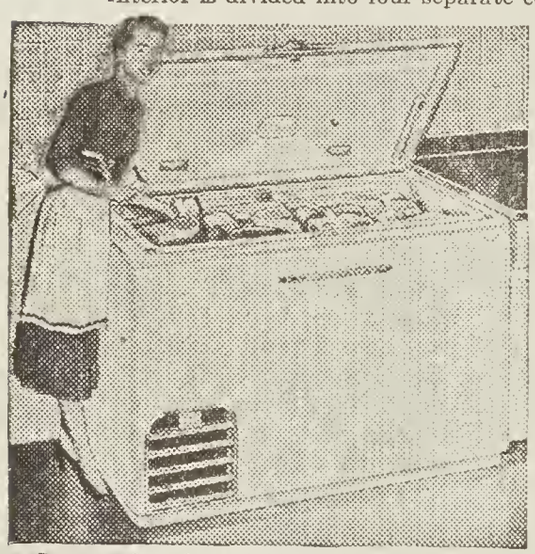
Or is this you and your family, cool, calm and collected, getting ready to serve garden-fresh vegetables and fruits all year 'round with Kelvinator's sensational new upright freezer? Reduces canning to a minimum!

PRESENTING THE SENSATIONAL NEW KELVINATOR UPRIGHT FREEZER!

Stores 630 pounds of foods . . . in a cabinet only 36 inches wide.

Big food storage in compact floor space! Brand-new Kelvinator Upright holds 18 cu. ft. of food—yet the cabinet is just 36 inches wide.

And Kelvinator brings you easier storage and selection because the freezer interior is divided into four separate compartments—each with its own inner door! Now you can group foods by types—meats, fruits, baked goods—and find them without playing hide and seek.



Famous for dependability, Kelvinator Home Freezers are also available in chest-type models like the one shown above. You can choose from a range of sizes (7, 9, 13 and 20 cu. ft. capacities). See your Kelvinator dealer now and learn about the complete Kelvinator Home Freezer line.

You get *more* freezing surface! Refrigerating coils in *all* interior walls—sides, back, top, bottom—give 31.4% more freezing surface than other uprights. Prevents food from sticking to shelves. You can freeze and store in any area of the freezer . . . freeze faster and safer, too.

Only Kelvinator gives you all of these built-in features that assure complete dependability:

- **Five-Wall Cold**—cooling coils in 5 interior surfaces wrap foods in protective blanket of cold.
- **Sealed Refrigerating Unit**—hermetically sealed to lock out damaging dirt and moisture 5-Year Protection Plan.
- **Fiberglas Blanket Insulation**—3 to 4-inch layer with Fiberglas blanket in door to positively seal in cold.
- **One-Piece Wrap-Around Welded Steel Cabinet**—sealed against outside air and moisture. Rustproofed inside and out.
- **Durable Lustrous Finish**—outside is finished in baked-on white enamel, will not chip, crack or change color. Inside is on Bonderized galvanized steel with baked-on aluminum finish.
- **Insulated Sealed Door**—one-piece balloon-type gasket on insulated door makes airtight seal when door is closed

MEN WHOSE BUSINESS DEPENDS ON COLD . . .

DEPEND ON KELVINATOR!

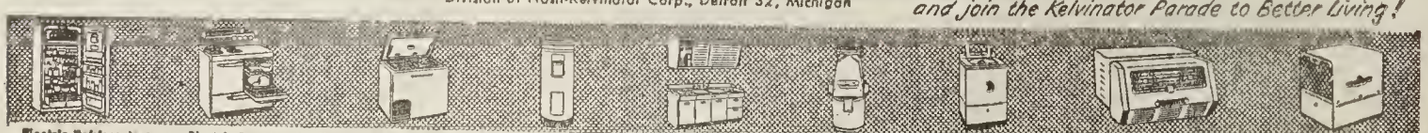
The Oldest Maker of Low Temperature Cabinets!

You've noticed the name Kelvinator many times on frozen food and ice cream cabinets in retail stores. Men whose business depends on cold select Kelvinator because, through the years, Kelvinator has gained a reputation for dependable service that can't be matched. You'll be ahead if you follow the lead of these people.

Choose the Name the Experts Rely on... **Kelvinator**

Division of Nash-Kelvinator Corp., Detroit 32, Michigan

and join the Kelvinator Parade to Better Living!



Electric Refrigerators • Electric Ranges • Home Freezers • Electric Water Heaters • Kitchen Cabinets & Sinks • Garbage Disposers • Washers & Ironers • Room Air Conditioners • Electric Dehumidifiers

Choose from a complete line of new Kelvinators now at your Kelvinator Dealer's!

ABERDEEN
Parker Ice and Fuel Co.

ALBEMARLE
Aubrey H. Efird Co.
Sossamon Furniture Co.

ASHEBORO
Cut Rate Housefurnishings, Inc.

BAILEY
Parsons Motor Co.

BENSON
Ryals Brothers & Barnes

BLADENBORO
Walane Gas & Appliance Co.

BURGAW
Rochelle Furniture Co.

BURLINGTON
Motor Service & Appliance Co.

CHARLOTTE
Efficient Appliance Service Co.
Good Housekeeping Shop
Griffin Hardware & Supply Co.

CLARKTON
Prince Brothers

CHADBOURN
Chadbourn Supply Co.

CLAYTON
Clayton Supply Co.

CLINTON
Sampson Hardware Co.

DENTON
Wright & Cranford Furniture Co.

DUNN
Home Furniture Co.

DURHAM
Barringer-Whitfield Furn. Co.
Center Furniture Co.

ELLERBE
Nance Hardware Co.

ERWIN
Fowler Radio Company

FAYETTEVILLE
Sellers Appliance Co.

FOUR OAKS
Johnson Furniture Company

FRANKLINTON
M. B. Sasser Furniture Co.

FREMONT
Fremont Wholesale Corp.

GOLDSBORO
Holland Hardware Co.
Sutton-Lewis Furniture Co.

GOLDSTON
Barber Furniture Co.

GRANITE FALLS
Rural Appliance Repair Co.
Wilson. Abernathy Co.

GRANITE QUARRY
Brown Supply Co.

GREENSBORO
J. H. Swain Lumber Co.

HENDERSON
Hayes-Thomas Electric Service
M. B. Sasser Wayside Furn. Co.

HAMLET
Stewart Gordon Furniture Co.

HICKORY
Puritan Company

HIGH POINT
Cutrate Furniture Co.,

KENLY
Watson Hardware & Oil Co.

KERNERSVILLE
Parker H'dware & Appliance Co.

KINSTON
Baker Furniture Co.

LA GRANGE
Lenoir Hardware Company

LAURINBURG
Dub's Service

LEAKSVILLE
Blue Ridge Furniture Co.

LEWISTON
Roanoke Furniture Co.

LIBERTY
Jenkins Furniture & Appl. Co.

LUMBERTON
Blackmon Furniture Co.

LILLINGTON
Lillington Furniture Co.

LOUISBURG
H. C. Taylor Hardware Co.

MARSHALL
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MAXTON
Hester-Kinlaw Furniture Co.

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Lester Godwin
Middlesex Furniture Co.

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MONCURE
Moncure Furniture Co.

MONROE
Faulk Appliance Co.
Lemmond Electric Co.

MOORESVILLE
Blackwelder Furniture Co.
D. E. Turner Co.
Mayhew-Tucker Hardware, Inc.

MORGANTON
Kirksy & Co.

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Mt. Gilead Furniture Co.

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PARKTON
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PEMBROKE
Pembroke Furniture Co.

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City Electronics Shop

PINK HILL
T. A. Turner, & Co.

RALEIGH
Carolina Power & Light Co.
B. F. Goodrich Co.
Raleigh Furniture Co.

RAEFORD
Wood Furniture Store

RAMSEUR
Watkins-Leonard Hardware Co.

RANDLEMAN
Shaw Cut Rate Furniture Co.

REIDSVILLE
City Repair Co.
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ROANOKE RAPIDS
Shell Furniture Co.

RICH SQUARE
Planters Hardware Co.

RED SPRINGS
Sanders Furniture Co.

ROCKINGHAM
Blake-Bowls Furniture Co.

ROCKWELL
Rockwell Radio & Electric

ROSEBORO
Butler Furniture Co.

ROBBINS
Cut-Rate House Furn. Co.

ROSE HILL
Frederick's

SALEMBURG
Royal Brothers Hardware Co.

SANFORD
Gallup's Hardware Co.

SILER CITY
Butler Furniture Co.

SMITHFIELD
Southern Appliance Co.

SPRUCE PINE
Blackburn Hardware Co.

STANTONSBURG
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STATESVILLE
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SPRING HOPE
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TROY
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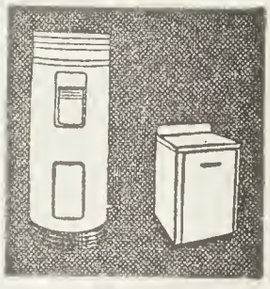
MODEL KPC—Kelvinator "Magic Cycle" Defrosting Refrigerators!

MODEL ER-93—Kelvinator automatic Electric Ranges! New "Picta-Heat" Controls!



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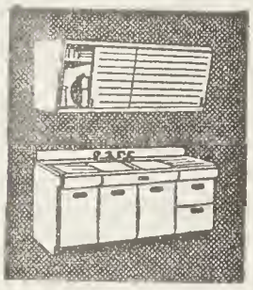


MODEL SCT-66 & WG-6630 — New Kelvinator Kitchen Cabinets and Sinks!

Here, in answer to questions raised by Senator Calvin Edney in his letter on page 5, is a searching analysis of the

TAX STATUS OF ELECTRIC CO-OPS

By William T. Crisp
Executive Manager and General Council
Tarheel Electric Membership Ass'n.

THE state of taxes and the State of Texas have two things in common these days: Both of them, by any standard, are big, and both of them are, by a great many people, treated with exaggeration.

Common knowledge makes it unnecessary to elaborate on these points as they apply to Texas. But the question of taxes—particularly the question of whether electric cooperatives should pay them—is one which frequently arises and therefore demands consideration.

Two months ago this question arose in the form of a bill introduced in the upper house of the General Assembly. This bill, which would have taxed electric cooperatives as if they were ordinary commercial power companies, was voted down almost unanimously by the senate committee to which it was referred. If made into law it would have added over half a million dollars to the service rates paid by cooperative consumers this year.

Yet, just as no tax can be justified by the mere argument that it would bring in government revenues, neither can it be assailed by the mere argument that it would raise the rates of consumers. In short, both the proposal for such a tax and the arguments against it must be based on the rightness or wrongness of exacting tribute from the enterprise or institution involved.

It should be understood, of course, that electric cooperatives do pay a number of taxes. Like any business, they pay social security taxes in behalf of their employees. They also pay substantial sums to the unemployment fund of North Carolina. They pay federal excise taxes. But perhaps most important are the indirect taxes which they pay in purchasing nearly all their power supplies from the commercial power companies.

Six percent of the millions of dollars which every year they pay these companies for electric power goes into the State Treasury as a franchise tax. Also, like any other customer of these companies, the cooperatives pay their proportionate part of the net income and property taxes of these companies.

Needless to say, the cooperatives also pay their part of the profits which these companies distribute to their stockholders.

Moreover, so far as this writer is informed, no individual or group has ever taken the position that the cooperatives should be exempt from paying either the foregoing taxes—whether direct or indirect—or their proper portion of power company profits.

Co-ops Have no "Net Income"

But the bill introduced in the last session of the legislature would have imposed additional taxes which are quite different from, and which are far more exacting than, those which are currently paid. For instance, up and above the six percent franchise taxes already being indirectly paid in the form of power purchases from the commercial companies, this bill would have required the cooperatives to pay another six percent based on total service bills paid by members.

In this respect the bill, for all practical purposes, would have imposed double taxation.

Again, the bill would have taken another six percent from each co-op's "net income," though the co-ops, established on a non-profit basis (whereby any margins must be returned to the members in cash or service), have no net income, or profit, on which such a tax could justifiably be computed.

Finally, the bill would have required payment of county and city taxes based on property valuation of each cooperative's system.

What is wrong with the proposal to impose such taxes on electric cooperatives?

This magazine has answered this question several times in previous issues. It is not, however, inappropriate to answer it again.

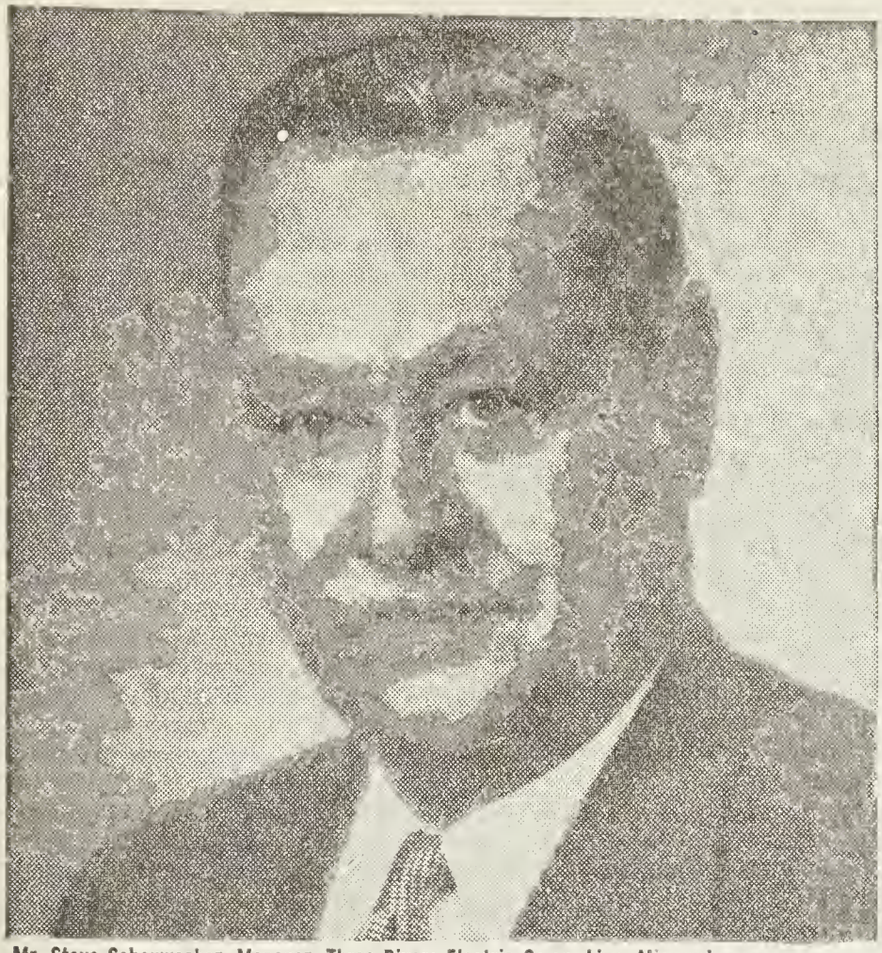
The primary answer may be easily inferred from the language of the very statute which defines the tax status of the cooperatives: Section 19, Chapter 117 of the General Statutes provides that "all property owned" by electric membership corporations and used exclusively for their purposes . . . "shall be held in the same manner and subject to the same taxes and assessments as property owned by any county or municipality of the State. . ."

This statute was passed by the General Assembly in 1935 when it first provided for the organization of such co-ops. Not one word of the statute has ever been changed.

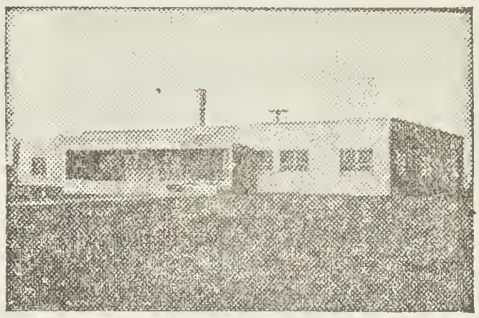
The language of the law makes it unmistakably clear that the General Assembly was according to rural people the same basic rights of self-service which had been enjoyed by city residents for over a hundred years. Sixty cities in North Carolina operate, either directly or indirectly, their own electric power systems. In providing and charging for this electric service—just as virtually all cities provide and charge for water service, garbage disposal, street maintenance, etc.—these cities are, and ought to be, tax exempt.

And the same is true of counties, though in different respects and to less degree. Neither cities nor counties pay one penny of taxes on the income realized from these services

(*Continued on Page* 26)



Mr. Steve Schauwecker, Manager, Three Rivers Electric Co-op, Linn, Missouri, says:



THREE RIVERS ELECTRIC CO-OP utilizes many Kaiser Aluminum Field Services including: careful inspections of installations, stringing assistance, first-hand demonstrations of improved techniques to help cut costs.

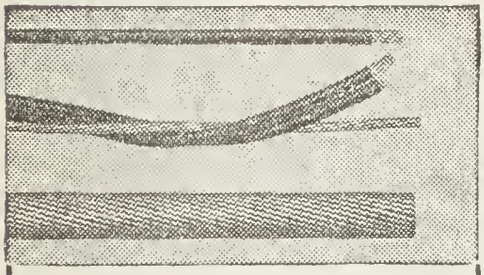
IMPORTANT ADDITIONAL SERVICES are offered to Three Rivers Co-op by Kaiser Aluminum engineers who provide sag-and-tension charts on request, hold meetings with crews, provide practical solutions to individual problems.

"Kaiser Aluminum takes sincere interest in our problems!"

"ONE REASON why Kaiser Aluminum service is invaluable to us is the sincere interest they always take in our particular problems.

"For example," says Mr. Schauwecker, "during the early part of the controlled materials program, they pitched in and helped us obtain adequate supplies of both aluminum conductor and accessories, where and when they were needed.

"Today, we often take advantage of Kaiser Aluminum service because we feel that no other supplier gives us better service or more personal attention."



In addition to long-accepted ACSR and all aluminum conductor, the following sizes of Kaiser Aluminum Neoprene Conductor are accepted by REA:

#6 Solid All-aluminum	3/64" Neoprene Covering
#4 Solid All-aluminum	3/64" Neoprene Covering
#2 Solid All-aluminum	3/64" Neoprene Covering
#4-7 Strand All-aluminum	3/64" Neoprene Covering
#2-7 Strand All-aluminum	3/64" Neoprene Covering
#1-7 Strand All-aluminum	4/64" Neoprene Covering
#1/0-7 Strand All-aluminum	4/64" Neoprene Covering
#3/0-19 Strand All-aluminum	4/64" Neoprene Covering

Also, Kaiser Aluminum Neoprene covered Triplex self-supporting cable was the first conductor of its kind to meet the standards of REA!

For better installations at lower cost—specify Kaiser Aluminum!

The complete Field, Engineering and Laboratory services of Kaiser Aluminum are available to you at no obligation when you specify Kaiser Aluminum conductor. Request free pamphlet giving complete engineering data on new Kaiser Aluminum covered conductor—both weatherproof line wire for secondary distribution lines and self-supporting Triplex cable for service drops.

Contact any Kaiser Aluminum office in principal cities, or one of our many distributors. Kaiser Aluminum & Chemical Sales, Inc., Oakland 12, California.

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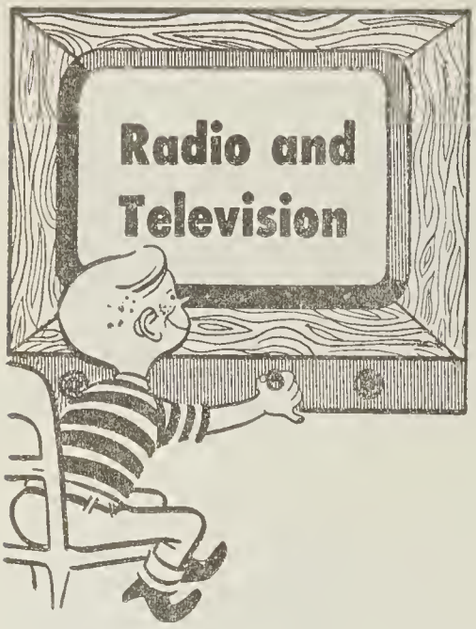
Setting the pace . . . in growth, quality and service

NEOPRENE COVERED CONDUCTOR, SOLID AND STRANDED
SELF-SUPPORTING TRIPLEX CABLE • ACSR • ALL ALUMINUM CONDUCTOR



Contest Winners Announced In Choral Awards Contesis

Richmond and Lenoir Counties walked off with top honors in the State Home Demonstration Choral Awards contest sponsored by Radio Station WPTF ir Raleigh this spring. As first-place winners—Richmond in the mixed voice division and Lenoir in the women's chorus group—each county group won a $50 prize.

Second-place winners were Pitt and Mecklenburg—Pitt for its men and women's chorus, Mecklenburg for its women's choir.

Awards were made Thursday evening at Farm and Home Week by Graham Poyner, program manager at WPTF. These four county choruses were judged the best from the 24 county groups which competed in the contest this spring. Serving as judges were Arnold E. Hoffman, music supervisor for the State Department of Public Instruction; Dr. Nell Hirschberg and Mrs. May Stephenson Caviness of Raleigh.

Placing first in the WBT Choral Awards Contest in Charlotte and winning the $100 blue ribbon prize was the Catawba County Home Demonstration Club Chorus. Myrtle Westmoreland, southwestern district home demonstration agent, reports that ten counties in the southwestern district of North Carolina entered the Charlotte radio contest. Second prize went to Alexander County. Ranking third and fourth were Lincoln and Rutherford Counties.

The contest was sponsored by the Jefferson Standard Broadcasting Company and by Radio Station WBT ir Charlotte in an effort to promote an interest in improved rural music.

VHF Television Receivers Can Be Inexpensively Converted To UHF

With the addition of ultra high frequency television stations in the state, owners of very high frequency receivers are converting their sets to bring in the UHF stations. There are various methods of converting to UHF, depending on the make of the receiver set, and prices range from $12.95 to $50.00.

Sets having so-called "turret tuners" can be converted to UHF by the addition of a channel strip for the particular chanel desired (for example: Raleigh Chanel 28 UHF will take chanel 28 strip). As each new UHF station comes on, new strips can be added to bring in the new channel UHF. Cost of this conversion unit ranges from $12 95 to $14.95, depending on the particular make of the set.

The entire tuner can be exchanged on some sets so that the new tuner will include both UHF and VHF channels. This exchange of tuners is limited to a small number of sets, such as the RCA Victor. Cost of exchanging the tuner is approximately $50.00.

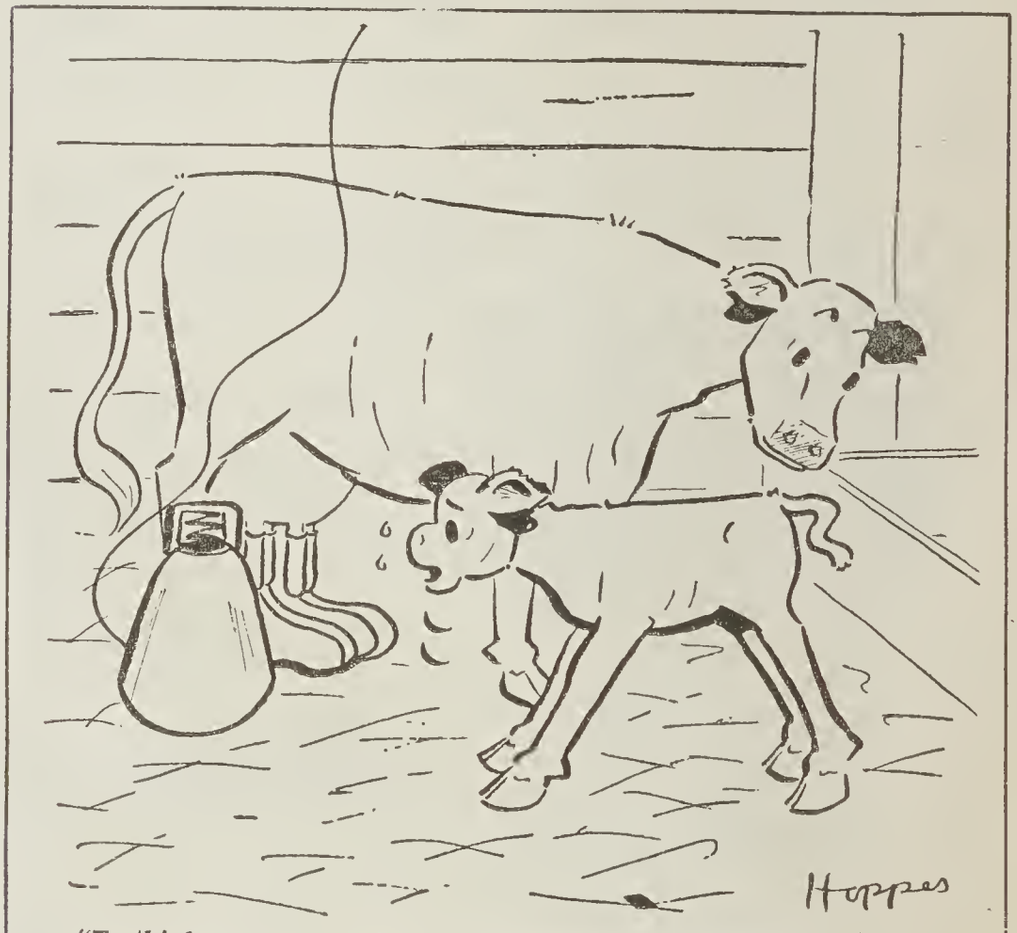
Sylvania receiving sets are made with an inside plug already installed for adaption to UHF. This "plug-in" is called an all-chanel converter, and costs around $50.00.

A single chanel converter, commonly called a "match box" converter because of its shape, can be placed on the back of the set to receive a single chanel UHF station. This converter unit may be placed on most any type set regardless of make for approximately $14.95.

An external converter, which looks like a small table model radio and sets on top the set, fits any set. This converter brings in two channels. The cost is $22.95. The same type external converter which is all-channel sells at $49.95.

With all type converters, it is necessary to install some type of UHF antenna. The "rabbit ear" antenna, which sits on top the set, sells at $7.95. This antenna can only be used within 100 miles of the station.

Another type antenna, which is considered more satisfactory than the "rabbit ears" antenna, is called the "bow-tie" antenna. This antenna is fastened to the existing TV mast. It sells for $24.95.



"To think my own mother would take up with a thing like that."

Should I Buy New Equipment

(Coninued from Page 15)

barn-fields-market production line becomes an economic millstone.

The Terbrogh approach, as it and similar formulae have proved themselves in industry, calls for regular analysis of each piece of production equipment and each production method even though they all seem to be working like a charm. This analysis is based on the use of easy arithmetic, a simple chart, good record-keeping, common sense and a sharp eye on each phase of the farm production line. As with most scientific solutions, the basic steps are not revolutionary, but the overall approach is.

Take the case of Herbert Nelson, who has "got along all right" with his four horses and saw no reason to "waste money"on a tractor. Using the new Terborgh approach, Nelson has to examine this link in his production line, along with all others. He finds that he can get a $1,500 tractor to meet his needs. A check indicates that it is safe to assume that he could keep that tractor five years, then trade it in for about $500.

Nelson's horses are worth $800 right now, but depreciation and a declining market are cutting their value at the rate of $150 a year. That barn space the horses and their feed are now using would be worth $25 annually as storage room. On the other hand he would have to build a lean-to against the barn to house the tractor. That would cost about $50 and last 10 years.

Paper work shows that the tractor would save 320 hours a year now being spent feeding and caring for the horses. Nelsor is hiring help at $1.00 an hour, but he knows that meals and other incidentals run the real cost up to $1.50 an hour.

The horses have been costing Nelson about $25 annually in vet and other "maintenance" expenses. Maintenance on the tractor he sets at $35 a year, not counting oil and gas, which would run $95 annually, he estimates.

To finance the purchase, Nelson will have to withdraw $7.00 of that money he has invested at 4 percent. Putting all of this on a simple chart, Nelson gets the story shown on the chart on Page 15.

The horses may not be causing Nelson any trouble, but they are economic "zombies" costing him $516 annually. The advantage of the Challenger is so wide that Nelson should have, like most farmers, recognized it without aid from a sound new approach. Most equipment problems, though, offer more closely matched alternatives.

Clarence Jackson has such a problem. Shall he buy a new truck now or make his old one last a sixth year? His old truck needs a $200 overhauling job. Before the overhaul, he can get $700 for it on a trade-in for a $3000 new one. Next year, the trade-in value would be only $500. Jackson knows that the new truck will depreciate at a $400 annual rate during the early years.

Including his own time, maintenance on the old truck would run about $150 during the year, while the figure on the new one would not be above $40. In addition, the best figures he can get show that the new truck would have him about 10 percent of his annual $180 gas and oil bill. On the other hand, increased insurance costs and extra taxes on the new truck will amount to $25. In addition, Jackson is strapped for cash and will have to borrow $2000 at 6 percent to swing the purchase of the new truck.

On the chart, the figures give this picture:

Cost Factors (Per Year)	Defender (5-Year-Old Truck)	Challenger (New Truck)
Depreciation	$200	$400
Overhaul	200	0
Fuel costs	180	162
Maintenance	150	40
Interest	0	120
Taxes, insurance	70	95
Adverse totals	$800	$817

In this close decision, the old truck noses out the Challenger by a mere $17. The decision turns on the fact that Jackson has to borrow the $2000. If he had the money in the bank drawing only 2 percent, the decision to buy now would win out by $63.

A single wrong decision when alternatives are so close won't break any farmer, but most of the decisions are not that close. And there are a lot of these decisions: on electric appliances, a repair shop, a welder, irrigation equipment, and dozens of similar farm production equipment.

Then there are the decisions as to what particular make or type of new equipment to buy, questions which can be resolved by pitting one potential purchase against another as the new has been pitted against the old here.

The Carolina Homemaker

EDITED BY REBEKAH RIVERS

Summer Salads
Totable Treats
. . . And Tea

IN planning light summer meals (for non-working days) and picnic snacks, consider foods that can be prepared before the sun reaches its peak of heat. The menu for a light meal at home might consist of a Potato-Apple-Celery Salad, a recipe designed to provide a starch, a fruit and a vegetable in one dish, a variety of cold meats, plenty of whole wheat and white bread. Fresh fruit or ice cream make simple and easy desserts. With it serve a glass pitcherful of iced tea—one of the most refreshing summer drinks.

A new way of making iced tea by the pitcherful has just come to our attention. This method, called the open saucepan method, requires less utensils, uses less ice cubes and can be kept out of the refrigerator, thus leaving more room for perishable foods. You can make iced tea by this method in the morning (2 quarts at one time), keep it 5 or 6 hours without any appreciable loss of flavor or quality, and have plenty of iced tea handy to serve your family any time of day.

Iced Tea—Open Saucepan Method

Bring 1 quart of freshly drawn water to a full rolling boil in a saucepan. Remove from heat. **Immediately** add 6 tablespoons of tea. Stir. Strain into a pitcher holding 1 quart of cold water. To serve, place 2-3 ice cubes in a tall glass. Fill with tea. Add sugar and lemon to taste. Makes about 2 quarts.

Potato-Apple-Celery Salad

Combine 4 cups of hot, diced, cooked potatoes, 2 tablespoons chopped onion, 2 tablespoons vinegar, ½ teaspoon salt, and a dash of pepper; add ½ cup mayonnaise. Toss lightly. Cover and place in refrigerator. Chill at least 2 hours. When ready to serve add 1 cup diced, tart apples, 1 cup diced celery, and another ½ cup of mayonnaise. Mix thoroughly. Arrange in center of platter on crisp salad greens. Garnish with slices of unpeeled apples, if desired. Surround with assorted cold cuts. Makes about 6 servings.

For a special picnic or evening meal treat, try these luscious-sounding cupcakes with a browned butter frosting.

Cupcakes

2 cups sifted enriched flour
3 teaspoons baking powder
1 teaspoon salt
1 cup milk
½ cup shortening
1¼ cups sugar
1 teaspoon vanilla extract
¼ teaspoon allspice
¼ teaspoon nutmeg
¼ teaspoon cloves
1 teaspoon cinnamon
2 eggs

Sift together flour, baking powder, salt, sugar, cinnamon, cloves, nutmeg and allspice. Add shortening and ¾ cup milk. Stir to combine ingredients. Beat 2 minutes at medium speed on electric mixer or 300 strokes by hand. Add remaining milk, vanilla extract and eggs. Beat 2 minutes or 300 strokes longer. Bake in greased or paper-lined muffin cups in moderate oven (375°F.) about 20 minutes. Frost with browned butter frosting. Makes 18 cupcakes.

Browned Butter Frosting

¼ cup butter or margarine
3¼ cups sifted confectioners' sugar
1 egg
Dash salt
Few drops food coloring, if desired.

Brown butter or margarine in heavy sauce pan or skillet. Add 1 cup confectioners' sugar and beat until smooth. Add egg, salt and remaining sugar and beat until smooth and fluffy. Spread over top of cupcakes. If desired, add a few drops food coloring to part of frosting and use for decoration. Makes enough frosting for 18 cupcakes or 2-8 inch layers.

Some tips on "totables" for picnics: When you're wrapping sandwiches,

(*Continued on Page* 25)

Patterns

Always ready, always right when you want a dress that's comfortable and flattering. You need at least one of these smart, simple step-in dresses! Crisp collar, square patch-pockets, contrast piping give a smart tailored look.

Pattern 4519: Misses' Sizes 12, 14, 16, 18, 20; 30, 32, 34, 36, 38, 40, 42. Size 16 takes 4½ yards 35-inch; ⅜ yard contrast.

Sew only one dress, daughter has FOUR different outfits to wear! Start off with the jiffy sundress—then button on the bolero, scalloped capelet or dress-up collar for Monday-to-Sunday variety. Use remnants, save fabric, money, time. Send now. Sew this now!

Pattern 4666: Children's Sizes 2, 4, 6, 8, 10. Size 6 sundress 1⅝ yards 35-inch; bolero ⅝ yard.

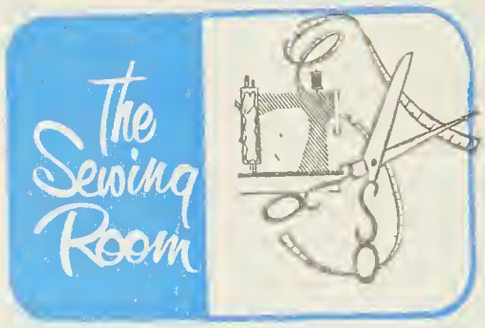
Good sport! Good worker! This dress is designed for action! And those tucks at front and back, the eight-gore skirt are fashion news as well! Designed for the shorter, fuller figure, too—makes you look slimmer! No alteration worries!

Pattern 9126: Half sizes 14½, 16½, 18½, 20½, 22½, 24½. Size 16½ takes 4 yards 39-inch fabric.

Good for your figure as a week of salads! That l-o-n-g line from the bosom through the hips slims, trims you so beautifully! Note the scalloped detailing with the smart asymmetric look. Have this in a printed cotton—so new-looking now, so practical for summer.

Pattern 4868: Women's Sizes 34, 36, 38, 40, 42, 44, 46, 48. Size 36 takes 4⅛ yards 35-inch fabric.

Send THIRTY-FIVE CENTS (in coins, no stamps) for each pattern to: Carolina Farmer, Pattern Department, P. O. Box 2854, Raleigh, North Carolina.



Lighting The Sewing Corner

Be kind to your eyes when you're sewing, Proper lighting at your sewing machine will make sewing tasks much less fatiguing.

Almost any type lamp can be conveniently placed as a supplementary source of light with console sewing machines. If your machine is placed against a wall, it is close enough to receive illumination from lamps.

Floor lamps can be placed to the left of the seamstress, but you will have less interference from them if they are placed behind the machine.

If you have a portable machine, place a floor lamp at the left and use table lamps on the table behind it. If you use a narrow table for your portable, push it to the wall and make use of a wall unit, plus a floor lamp to your left.

Next month, the **Carolina Farmer** will add a new service for our lady readers who enjoy needlecraft. Through the courtesy of the Spool Cotton Company ,we shall offer each month free needlecraft patterns to our readers. Watch for the free pattern coupon on these pages in the August issue.

Summer Salads

(*Continued from Page* 24)

it's a big help to label them according to fillings. Here's an easy filling to prepare for a picnic: Cut up dates, shred carrots, and mix with mayonnaise. Pack some crisp relishes in plastic bags. Deviled eggs are also good accompaniments. After you've filled the whites with the flavored yolk mixture, fasten the halves together with a toothpick for easy carrying. Sandwich fillings are more interesting with something crunchy in them. Add coarsely chopped pickles, chopped nuts, celery, radish slices, or chopped apple. Be sure to pack bread-and-butter sandwiches for the he-men in the crowd. Sprinkle chopped chives or parsley between the bread slices.

Tax Status of Electric Co-Ops

(*Continued from Page 20*)

or on the property valuations which they represent. Nor do they pay franchise taxes of any sort. To suggest that they should would be manifestly absurd.

Why, then, should electric cooperatives?

An electric cooperative is organized for one purpose only: to provide, on a **non-profit** basis, electric energy to rural consumer-members. Would it be just—would it not in fact be illogical and inconsistent—to require rural people to pay a tax penalty because they serve their own electric needs in virtually the same manner that city people have been serving the same and many other needs for over a century?

It has been contended, of course, that since commercial power companies pay these taxes electric cooperatives should. But consider the difference between them—a difference which largely holds true as between these companies and the cities also. The power company is a **profit-motivated** monopoly, whereby a comparatively few stockholder—owners are guaranteed a profit dividend paid by a great many consumers. The other is a truly cooperative enterprise, wherein no profit motive is involved and therefore no profit is exacted from many pockets in favor of a few. The purpose of the power company stockholder is to gain a return on invested money. This is a proper and fitting motive in our American system of business. But it is not the motivation of the cooperative member: his sole objective is to receive electric service at as near its actual cost as possible.

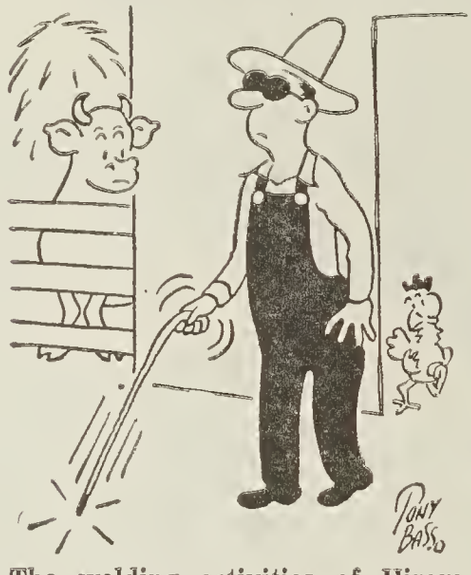
For the power company, owners and consumers are two distinct groups of people, with the profit incentive tying them together. For the cooperative, owners and consumers are identically the same people, with a mutual desire for self-service being the one, powerful bond that unifies their business effort.

Needless to say, this mutual desire for electric service would never have been pursued through cooperative enterprise had not the power companies refused to furnish this service to rural areas.

Do electric cooperatives compete with the power companies, thus providing a different argument that they be taxed? These cooperatives are distributing electricity to areas which, as stated above, the companies refused to serve. There is therefore no merit to the suggestion that they are competitive. This is particularly true when one recalls that REA first made its loan funds available to the power companies and that virtually none of them would agree to participate in the rural electrification program.

The suggestion has been made that power companies, if tax exempt, could have given 150,000 free refrigerators to consumers during the past fifteen years. To imply that these companies would have been so generous is to ignore completely the fact that they steadfastly refused to promote rural electrification at all.

The fact is, of course, that there is hardly any basis for comparing the economic structure of a power company with either a city electric system or an electric cooperative. They are, as already pointed out, almost wholly different "animals," having, certainly, almost opposite economic motives and appetites.



The welding activities of Hiram Q. Boggles is currently suspended, . . . He didn't wear goggles.
—Beth Wilcoxon.

The fundamental question involved is this: Should a group of people, who are associated in a common effort solely to secure themselves a basic service, be required to pay the same taxes as do companies which, though selling the same service, provide it to a non-owning public solely to exact a guaranteed profit? If so, then the historic principles of taxation in both our federal and state governments are to be grossly and unjustly changed.

The argument has been advanced that since they pay neither profits nor the taxes in question, electric cooperative power rates should be cheaper. It would be just as logical to assert that a power company having less than four consumers for each mile of a line system built over vast and rugged terrain, and whose consumers average less than 110 KWH useage a month, should have a power rate as low as a second company having 20-odd consumers on each mile of a line system built primarily in populace cities, and whose consumers average nearly 170 kwh useage per month. Nor would it be any more logical if, as is the case with North Carolina's electric co-ops, ninety-five percent of the power distributed must first be purchased from the very company with whose power rate the comparison is made.

The farmer, because of the lack of foresight and faith which prevented the power companies from serving him, is a latecomer to the blessing of electricity. His average consumption is therefore considerably lower than his more fortunate city neighbor. This fact, coupled with the low number of rural consumers for each mile-of-line construction cost involved, has necessarily made power rates relatively higher for the farmer.

With these facts in mind, it is difficult to believe that the people of North Carolina will sanction the imposition of such taxes, any more than they would sanction the idea that Texas, just because it is the biggest and most ballyhooed state in the Union, is the best.

Bookkeepers, EA's Hold Conferences

Rural electric cooperative bookkeepers and electrification advisors "went to school" at opposite ends of the state last month as part of their continuing program to keep up to date on efficient co-op operations and member service.

The electrification advisors held their semi-annual meeting in Asheville on June 9-12. Their discussions centered chiefly around the dairy industry in the state, with special emphasis placed on the role of electrical equipment. Representatives of leading manufacturers met with them to demonstrate their latest products. Also included on their agenda was a visit to the ultra-modern dairy at Biltmore Forest.

Special attention was also given to other aspects of an electrification advisor's duties, including panel discussions of effective community and annual meetings and the proper preparation of news articles and radio programs.

Three days later co-op bookkeepers and office managers held their annual two-day conference at Nag's Head. Their meeting was largely devoted to group discussions of bookkeeping techniques. Jack Parton, office manager of Pee Dee Electric Membership Corporation at Wadesboro, led a discussion on system improvements and right-of-way expansion. Other topics and those who headed the panels were as follows: accounting procedures for memberships, Mildred Sloan of Haywood EMC, Waynesville; work orders and work order procedures, a panel of three co-op bookkeepers and Mr. Phillipi of REA; accounting for the removal and relocation of lines, Alda Womack of Rutherford EMC, Forest City; and questions and answers, Leo F. Faust, Carteret - Craven EMC, Morehead City.

Also included in the bookkeepers' program was an analysis of bi-monthly billing by Barbara Deverick, Blue Ridge EMC, Lenoir, and a discussion of work distribution in a co-operative office by Rudolph Sexton, Edgecombe-Martin EMC, Tarboro.

William T. Crisp, executive manager of Tarheel Electric Membership Association addressed both groups. The advisors' next meeting is scheduled for September in Rocky Mount and the topic for discussion will be farm shops. The bookkeepers will meet in June, 1954.

Robert S. Allen Reports

(*Continued from Page* 4)

would not otherwise share in the benefits of such federal projects?

A: Administration of hydro-electric facilities is not a responsibility of REA. That is the function of the Department of Interior. Regarding the marketing of public power, Secretary of Interior McKay has made the following statement: "Federal power should be brought into communities and distributed by whatever retail systems prevail in the community at the time the power is available. If preference customers are there and ready to buy power, they should be so recognized and be given the power they require. That power should be sold on the basis of long-term contracts, and by the same token, the remaining power should be made available to other customers in the area, also on the basis of equally long-term contracts." Regardless of its source, the available wholesale power on favorable terms to electric cooperatives increases their ability to repay their loans and, of course, benefits the consumers they serve.

Q: What do you believe will be the Rural Electrification Administration's main job now that more than 90 percent of the farms are electrified?

A: I do not think we should overlook the importance of getting service to the remaining 10 percent of the farms where that can be achieved with economic soundness. Another important job is to see that the rural systems are kept in sound operating condition so that farm people can make full use of electricity. It is also of vital importance that we give attention to management and operating problems so that loan security will be fully protected.

Q: In your opinion, should the Rural Electric Cooperatives vigorously extend electrification to the remaining 10 percent of the farms which may be in sparsely-settled marginal areas and may not be of high feasibility?

A: Yes, providing this can be done on a self-liquidating loan basis, and without jeopardizing the security of their existing operations. The Administrator in approving a loan must be able to certify that the loan is a sound investment and in his judgment will be repaid. That is required by law.

Q: Do you agree that a stretchout of the telephone program will be necessary? Should not farmers get dependable and efficient service as soon as possible?

A: It has been my experience that dependable telephone service is a distinct aid to efficient farm operation, as well as a wonderful convenience. **We intend to advance the telephone program as rapidly as industry conditions permit.** We are devoting considerable attention, currently, to finding an adequate number of qualified personnel to staff the telephone program within REA. The shortage of experienced manpower in this field is a major problem.

Price Heads State REA

(*Continued from Page* 14)

job ahead in the next four years, along with service to farms which are not yet electrified.

"I am proud to be associated with Governor Umstead's progressive administration," he said following the swearing-in ceremonies in the Governor's office. "The Governor has a keen appreciation of what electricity has meant in our rural areas, and an equal appreciation of the need for adequate telephone service.

"Power loads have grown so much in rural areas that many of our cooperatives now face a need for system improvements to keep pace with the growing demand for service. One of our primary jobs will be to help see that progress is maintained in the electric field, both in adequacy of service to existing consumers and in the extension of lines to those who do not yet have service at all. I feel that we are ironing out many difficulties in the telephone field, and sincerely believe that the next few years will bring telephones to most rural sections."

Other members of the Authority, whose terms had not expired, are Dr. S H. Hobbs Jr. of Chapel Hill, who was selected vice-chairman, and D. E. Purcell of Reidsville. D. S. Weaver, extension service head, was reappointed secretary of the Authority by the group. The Authority picks its own secretary, who is a non-member.

Where Do We Go From Here?

(*Continued from Page* 10)

and a few are able to exercise their preference rights to power generated at government dams. In all cases the mere fact that the co-ops had this preference right was the bargaining agent which kept their wholesale power rates down. The utilities recognize this, and are going all out in their lobbying program to destroy the preference clause.

And the way things are going in Washington, they may be successful. And they may also be successful in destroying the entire public power program. Consider these case histories:

The Tennessee Valley Authority

On October 15, 1952, General Eisenhower stood before audiences in Knoxville and Memphis and said: "Cerainly there would be no disposition on my part to impair the effective working out of TVA. . . . Our goal should be to work out river basin development the way the people in the region want it done."

A few days later he supplemented this by saying: "The use of TVA power by farmers, dairymen, housewives, small businessmen, schools, churches and industry, large and small, in the region is proof of its support by the people."

A week later, editors of two Tennessee newspapers which were supporting Eisenhower wired him that he could carry Tennessee if he made a stronger statement on TVA. He obliged by saying: "If I am elected President, TVA will be operated and maintained at maximum efficiency . . . under the new Administration, TVA will continue to serve and promote the prosperity of this great section of the United States."

On election day, he carried Tennessee by 2,600 votes. In his budget recommendations on May 13 he slashed TVA appropriations by $63-million, completely eliminating a badly needed steam plant and the Authority's resources development program.

The final blow fell on June 18, when President Eisenhower told a press conference that TVA was a good example of "creeping socialism," the pet propaganda phrase of the utility companies.

Roanoke Rapids

The Roanoke River is one of the most cantankerous bodies of water in the United States. Before the construction of the big government dam at Buggs Island, the river would sometimes dry to almost a trickle, sometimes angrily overflow its banks and cause great destruction throughout the surrounding countryside. It was unsuited for a hydro-electric dam because of this undependability. Virginia Electric and Power Company, for example had received a permit for a dam at Roanoke Rapids in the 1920's, but had never constructed it.

In 1944, Congress passed the Flood Control Act, getting up a program of development for the Roanoke. The Interior Department was to build a series of 11 dams, each to supplement the other in providing stream regulation, flood control, power for navigation facilities, conservation and recreational benefits. Construction was started on Phillpot, in Virginia, and on Buggs Island, which was to be the master dam of the system.

Virginia Electric and Power Company then filed a new application for

"You better let me finish with this customer, George."

a dam at Roanoke Rapids, one of the 11 sits set aside by the government. Since Roanoke Rapids was directly downstream from Buggs Island, it was the choice power site on the entire river. Over the objections of the Interior Department, the Federal Power Commission awarded the dam to VEPCO. Later, the Supreme Court ruled that the FPC had jurisdiction in the matter. Thus, the rural electric cooperatives in North Carolina lost their opportunity to buy low cost power from Roanoke Rapids, and the public as a whole gave up a valuable asset.

Hells Canyon

In Idaho, the Snake River flows through a rugged, rocky chasm known as Hells Canyon. At one point in this canyon is what is perhaps the best site in the United States for a multi-purpose dam. Here, a big dam would provide a tremendous amount of electricity, an abundant reservour for badly-needed irrigation and facilities for flood control. The dam was planned and surveyed by the Interior Department.

But the Idaho Power Company, a Maine Corporation, placed an application to build smaller dams for power purposes only. Interior protested and challenged the application. The people in the area wanted the government dam and elected a Congresswoman to fight for it. When Secretary of Interior McKay took over under the new Administration, he said the people should decide whether dams should be public or private; having said this, he proceeded to withdraw Interior's objection and the dam went to the Idaho Power Company. Last month, columnist Drew Pearson charged that McKay had suppressed a 91-page engineering study made by an internationally-famous consulting engineer which proved that the Hells Canyon multiple-purpose plan is from all points of view superior to the plans proposed by the Idaho Power Company.

Miscellaneous

There have been many other examples of the Administration's surrender to utility interests. Lip service has been paid to the preference clause, but no money has been appropriated for transmission lines which would enable public agencies to take advantage of it; the right of electric cooperatives to build their own generation and transmission facilities is being denied; in the power-hungry Northwest, new contracts with Interior gave power companies a virtual monopoly on government power, and dictatorial authority over who gets it; the government has abandoned joint participation with Canada in building dams on the Niagara River—such dams will be built either by power companies or the State of New York, and public agencies will not have preference rights to the power.

In the Southwest, Congress had appropriated $3-million for Table Rock Dam on the White River, promising the farmers and townspeople in that Arkansas-Missouri area to rush completion of it because the government had previously conscripted for defense plants all power from a dam 90 miles upstream. Ground was broken for Table Rock last October; funds for continuing it were dropped

(*Continued on Page* 31)

—Your Children Can Go To College—

(*Continued from Page* 13)

living in residence, and $300 to $311 for the student living off-campus. This, of course, does not include student's personal expenditures, books, etc. For those students who prefer to do so, payments to the University may be made in installments at scheduled times throughout the year.

St. Augustine's College

Another college for Negro students located in Raleigh is St. Augustine's, the oldest of the American Institute Schools, which boasts an enviable record of 86 years of substantial education.

Started as a normal school and collegiate institute, St. Augustine's is now an accredited class "A" college with a growing enrollment, representing various religious denominations from 23 states, the District of Columbia, and the islands of the Caribbean and Africa.

St. Augustine's offers its students courses leading to the Bachelor of Science and the Bachelor of Arts Degrees. In connection with the regular courses of study, those students interested in entering the medical, theological, or social work fields are offered pre-training.

In cooperation with the St. Agnes Hospital in Raleigh, through its training school for nurses, St. Augustine's offers a five-year course leading to the degree of Bachelor of Science in Nursing. Persons completing this course will be eligible for the degree, as well as the diploma in nursing, and will be prepared to take the State examination for Registered Nurse.

Prospective teachers are offered a curriculum leading to certification by the Department of Public Instruction of North Carolina and many other states for elementary and high school teaching.

Students wishing admission to St. Augustine's should file application with the Registrar. Along with this application, the college must have satisfactory evidence of the applicant's character and personality, and a $10.00 room deposit if the student is to reside on campus. Students must have completed four years at an accredited high school or pass a college entrance examination.

Those students wishing to work for a part of their expenses are offered this opportunity. Detailed information on this work may be obtained by writing the college.

Some eleven scholarships in various fields of study are offered outstanding students by various church organizations, individuals, college organizations. Inquiries concerning the awarding of these scholarships should be addressed to the Registrar.

Officials at St. Augustine's estimate expenses for the academic year for the resident student at around $600.00.

By a reciprocal arrangement with Shaw University, certain classes there are open to a limited number of students from St. Augustine's College, and certain classes at St. Augustine's College are open to a limited number of student from Shaw University.

4-H Awards

(*Continued from Page* 11)

fish, fruits, and vegetables. The following awards, offered by International Harvester Company, await the winners in this program: for the county winner, a gold-filled medal of honor; for the state winner, a 17-jewel wrist watch; for the sectional winner, eight all expense trips to the national 4-H Club Congress; and to the national winner, six college scholarships of $300 each.

In addition to the above prizes, North Carolina state winners in the Farm and Home Electric Program receive supplementary awards of $100 scholarships donated by several power companies. In certain counties of the state, county winners receive supplementary awards from their elecrtic membership corporations.

Mail Box

(*Continued from Page* 5)

with the amount of subsidization . . . at the same rates of amounts as was paid in taxes in 1952 they could have given away about 150,000 Frigidaires and still could have made a good profit.

. . . You appeared to be fearful of results if the public should come to realize the purpose behind my defeated bill, so you, apparently looking for a "whipping boy", vented your spleen upon me. I dare you to publish this letter . . . let your readers know the whole story.

Calvin R. Edney, Senator
30th N.C. Senatorial District
Marshall

The Rural Exchange

SEPTIC TANK — OUTDOOR TOILET CLEANER. Worried about pumping digging, moving? One PEPTANK treatment flushed into toilet goes right to work unclogging pipes, reducing and liquifying mass and destroying odors and insect problems. Monthly treatments prevent stoppages. Harmless to plumbing and drainage fields. Sold on money back guarantee. Laboratory report available free. Four-month supply $1.25. Year supply $3.50. Postpaid. American Chemical Products Co., 532 No. 18th St., Richmond, Virginia.

Jewelry Wanted

WATCHES WANTED. Any condition. Also broken jewelry, spectacles, dental gold, diamonds, silver. Cash sent promptly. Mail articles. Satisfaction guaranteed. Lowe's, Holland Building, St. Louis 1, Mo.

Raise Mink

MINK RAISING. Information and pen plans free. Complete. Almost all types. Unconditionally guaranteed. Lake Superior Mink Farms, Superior E. E., Wisconsin.

Old Autos, Tags Wanted

DO YOU HAVE an old auto stored away? Here's your opportunity to convert it into cash. Highest prices paid for models before 1915. Also want license tags around 1910. Write complete information, price wanted to J. J. Malpass, Burgaw, N. C.

Gifts

CATALOG FROM the House of Fine Gifts. Send 10c. Barbera, Box 65, Elmsford 12, New York.

Rural Exchange Rates

For Co-op Members
5 Cents Per Word
Minimum Ad—$1.00
Send payment with ad to:
The Carolina Farmer,
Box 2854, Raleigh, N. C.

Going to a bridal shower or housewarming? Here's a gift idea that combines novelty and usefulness. Fill a galvanized steel pail with household cleaning supplies. Then wrap the gift pail with bright paper and ribbon.

STATEWIDE REPORT

By William T. Crisp

Are you a "socialist"?

According to the ridiculous use to which this word is being put today, you probably are.

But then, maybe you believe in changing things slowly, cunningly—in which case you're a "creeping socialist." If so, don't feel depressed about it. You've plenty of company. For this term, too, is being so abused in America today that almost everyone qualifies to be described by it.

William T. Crisp

The reason? By different groups from time to time, this term is being applied to virtually every activity, institution and idea known to us. Some familiar examples are: state highway systems, social security, city water plants, state universities, electric cooperatives, the Post Office, and any public development of public resources.

Take the case of TVA. A few years ago the national association of commercial power companies went into Tennessee and conducted a poll. People were asked whether they liked TVA and whether they approved of socialism. They answered overwhelmingly yes to the first question and no to the second. As a result the power companies came to a conclusion on which they have since spent millions of dollars.

The conslusion: TVA is popular, socialism is unpopular; therefore calling TVA socialistic will make it unpopular too. The same tactic, of course, has been used against electric cooperatives. As an indication of how effective this propaganda campaign has been, just consider that last month the President of the United States himself referred to TVA as "creeping socialism."

It was a surprising statement from one who as a candidate for office last year praised TVA and assured it of his continued support.

It is not the purpose of this writer either to defend TVA or to define the word "socialism." The word has a hundred different shades of meaning, many of which have been expensively developed by those who wish to employ the word in their harangues against any person, institution or idea which they oppose.

Their approach is simple, indeed ancient: If you want to destroy something which can't be attacked on its merits, just associate it with something that is already unpopular. If the association gains public acceptance, you will achieve your goal.

EDITORIALS

Profane Cat Skinning

On page 10 of this issue you will find a story which summarizes the anti-rural electrification trend which has become so pronounced in Washington recently. This story deserves careful reading. It leaves little doubt that the farm people of America have much to be concerned about.

There is, for instance, the bill introduced by Congressman Clardy (Republican, Michigan) which would double the interest rate now being paid to REA on the funds loaned to electric cooperatives. Without even attempting to justify this proposed penalty on co-op consumers, Mr. Clardy makes it clear by his own words that the purpose of this legislation is to cripple and eventually destroy these cooperative enterprises.

"I am opposed to the whole ——— ——— REA field," he stated, in an interview with an NRECA representative. "Abolishing the program would be futile . . . I'm too much of a political realist for that and wouldn't try to abolish it . . . An increase in the interest rate is the next best thing. . . ."

The statement makes a double confession: first, that this program enjoys such a fine record that to subject it to direct political attack would be out of the question; and second, that indirect attack is the next best thing.

We are reminded of an old saying: "There are all kinds of ways of skinning a cat." It is obvious that this program's enemies are pursuing that idea fervently.

Much as we are reluctant to discover it, it appears that Senator Clinton Anderson (Democrat, Arizona) was right last month when he said the most clear-cut division between the Democrats and Republicans is over such issues as this.

He did not mean, of course, that all Republicans agree with Mr. Clardy or that all Democrats disagree with him. Tar Heel voters are certainly aware that neither rural electrification nor desirable public power development has enjoyed 100 percent support from every one of this state's Congressional delegation. But government policies are determined basically by political parties, more precisely, by dominant factions within the party in power.

Welcome, Friend

We were extremely happy last month to learn that Governor Umstead had reappointed Gwyn B. Price to the North Carolina Rural Electrification Authority; in taking this action the Governor clearly demonstrated the sincerity of his campaign promises to encourage the rural electrification program.

For twelve years the name of Gwyn Price has been almost synonymous with progress in the extension of rural power lines. His activities were r a r e l y publicized, but few men have done more for the welfare of rural people. He is a farmer himself, and he knows the problems, the hopes and the fears of all farmers. And although he is an efficient administrator, it is perhaps his deep and sensitive feeling for humanity which has most distinguished his actions during the past twelve years. He has the highly desirable ability to grasp and appreciate the human element present in every situation.

There may be a few people whom Gwyn Price has not yet met, but to him there are no strangers; there may be a few communities he has not visited, but you can be sure he knows the people who live there. And those people, particularly if they are farmers, never had a better friend.

Henderson County Beef Brings Highest Price

The recent Henderson County Fat Stock Show and Sale brought young beef producers the state's highest fat stock sale, average this year—$41.64.

But that isn't the whole story, A. V. Allen, animal husbandry specialist for the N. C. State College Agricultural Extension Service, says the Henderson event showed great improvement in the quality of the animals shown.

"Of all the fat stock shows I have attended this year," says Allen, "I noted the biggest improvement in the quality of calves at the Henderson County show." Last year, he adds, the show was made up of commercial and good animals. "But this time the 4-H Club members started off with the right kind of calves and did an excellent job of finishing them for the show."

Of the 14 calves entered in the show, Allen says seven were graded choice, four good and only two commercial. The livestock specialist commends the towns people too. He says that their support meant a great deal and assured the show's success.

Where Do We Go?

(*Continued from Page* 28)

from the Eisenhower budget.

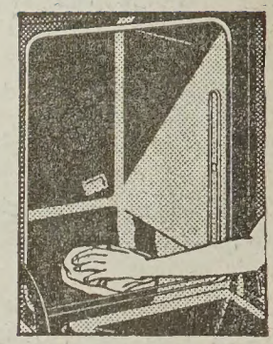
In Washington, lobbyists for the power companies were crowing over their successes. One bragged to a Senator that the plan was to indirectly cripple rural electric co-ops by drying up their sources of power. The atmosphere of the capitol was such that a Congressman (Clardy, R-Mich.) could tell a reporter "I am opposed to the whole — — REA field." He said abolishing the program would be futile and politically unrealistic, but that he wanted to raise the interest rates on loans the government had made to co-ops.

Woven through all segments of the stampeding sell-out of all public projects to special interests was one pattern: the apparent inability of the President's "first team" to see through propaganda smokescreens. They use in their speeches the same old tired cliches that were coined in million-dollar advertising campaigns. But no one could claim that the propaganda hadn't been effective. By the end of June it was all too clear that it had.

Big capacity-deluxe features-automatic!

The FRIGIDAIRE 2 Oven Electric Range!

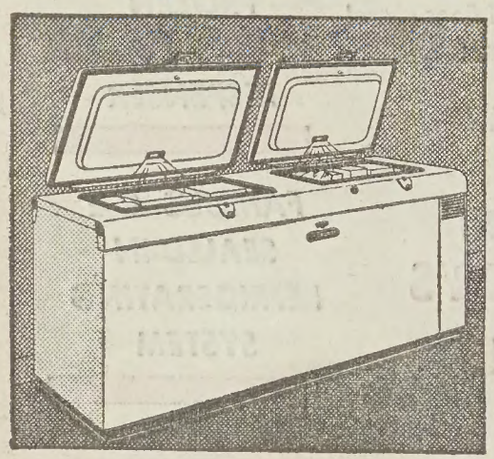
IN PERFORMANCE, as well as in appearance, the Frigidaire DeLuxe model RS-70 is truly a beauty. It's the one electric range to get if you do a lot of cooking and want the *best* range to do it with. And — you save all kinds of time and trouble as well, because *this* range lets you bake, broil or roast a double quantity of food—all at the same time!



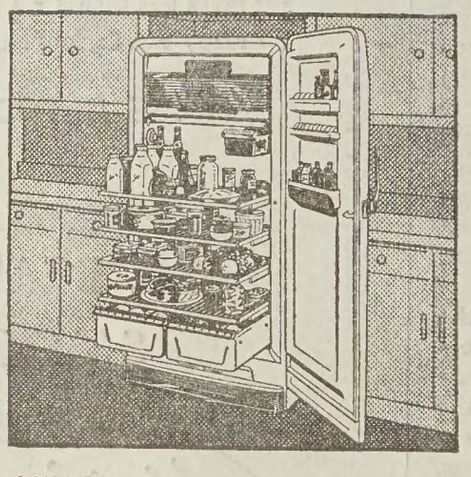
Everything slides out for easy cleaning. Porcelain oven is simple to clean, and keep clean.

And the convenience features of this beautiful Frigidaire Electric Range are many and marvelous! In addition to the exciting DeLuxe Quick-Clean Ovens, model RS-70 offers the DeLuxe Cook-Master Oven Clock Control; Triple Duty Thermizer Deep-Well Cooker; Electric 2-Speed Time-Signal; Full-width fluorescent Cooking-Top Lamp; Full-width Storage Drawer; Lifetime Porcelain Finish; efficient, single tube, 5-Speed Radiantube Surface Units and many, many more. "Wonder Oven" model RS-60 is available with Warmer Drawer in place of second oven.

Frigidaire Appliances for the Farm Home



ASK TO SEE the new Frigidaire Food Freezers. 3 models to choose from—capacities from 322 to 630 lbs. of frozen food. All models have sturdy cabinet construction, wrap-around freezing coils, extra-thick insulation to keep cold in, heat out, and Frigidaire's famous Meter-Miser, simplest cold-maker made!



ASK TO SEE the new Cycla-matic Frigidaire—food freezer-refrigerator combination. Has separate, insulated food freezer, new Roll-to-You Shelves that put even back-of-shelf foods at your finger tips, heatless Cycla-matic Defrosting, Levelcold produced by world-famous Meter-Miser mechanism.

Refrigerators • Air Conditioners
Electric Ranges • Electric Dehumidifier
Filtra-matic Electric Clothes Dryer
Automatic Washer • Electric Ironer
Electric Water Heaters • Food Freezers

Built and backed by General Motors

Visit your Frigidaire Dealer next time you're in town. Or write, Frigidaire Division, General Motors Corporation, Dept. 2130, Dayton 1, Ohio, for free folder. In Canada, Toronto 13, Ontario.

Enjoy Arthur Godfrey's daytime show on TV or radio.